

Destination Marketing Intern

With a vision to transform the Greek capital into a leading, dynamic and vibrant tourism and conference destination, the City of Athens formed the Athens Development & Destination Management Agency (ADDMA S.A).

The Athens Convention & Visitors Bureau (ACVB) was established and set into operation within the ADDMA. Since April 2008, the ACVB has been promoting and showcasing Athens in the demanding international conference and meetings market and providing service to every foreign association or business interested in hosting conferences or events in the city.

In your role as a Destination Marketing Intern, you will work collaboratively with our team at the **Athens Convention and Visitors Bureau** to support our efforts in gathering, analyzing and making sound use of important and relevant industry data, helping in the development of several tourism projects and in the organization of city events. The activities you will perform in the role of Destination Marketing Intern include:

- Conduct market research on competitive destinations, conference and leisure services as well as gathering data on travel & accommodation statistics
- Analyze the competitive landscape of other destinations
- Review relevant industry publications and report on current topics and important trends and marketing campaigns
- Participate in the design and development process of the ACVB membership program
- Proactively complete administrative tasks such as but not limited to:
 - preparation of materials for project meetings,
 - participate in the installation of new CRM software,
 - support in the RFP's,
 - participate in new launch initiatives,
 - help in the design and production of relevant marketing materials
- Attend project and other relevant meetings
- Perform other duties as assigned

Knowledge, Skills & Experience

- Pursuing a Bachelor's Degree in Marketing, Tourism, Business or similar
- Strong computer and internet search skills
- Ability to be proactive and goal-oriented, committed to end result
- Ability to be analytical and solve problems independently
- Excellent written and verbal communications skills
- Excellent use of the English language. An extra language will be considered an asset, though not a prerequisite.
- Good communication skills and an extrovert personality

The internship will last for 3 months and shall be extended to 6 months if both parties agree.

Please send your CV to info@athenscvb.gr by **Friday 30th June 2017**.

Shortlisted candidates will be asked to attend an interview.