



German National Tourist Board

Internship – German National Tourist Office UK and Ireland

The German National Tourist Board (GNTB) works on behalf of the Federal Ministry for Economic Affairs and Climate Action to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. Working closely with the German travel industry and private-sector partners and trade associations, the GNTB develops strategies and marketing campaigns to promote Germany's positive image abroad as a travel destination and to encourage tourists to visit the country.

The GNTB's primary strategic areas of action are:

- Developing evidence-based action plans on the basis of targeted market research and ongoing analysis of market-specific customer demand (Sinus milieus).
- Supporting the travel industry, which is dominated by small and medium-sized businesses, through relationship management and the sharing of knowledge.
- Raising awareness of the Destination Germany brand and enhancing the brand profile with a focus on sustainability and climate change mitigation.

The GNTB has 25 foreign agencies that it manages from its head office in Frankfurt. The UK & Ireland Office in London-Victoria is responsible for the British and Irish market.

We support students studying towards a marketing, tourism or management orientated Bachelor- or master's degree by offering a 3-6 months internship during which theoretical marketing knowledge is transferred into practical implementation. Students gain valuable insight into the work of a National Tourist Board in general and the varying tasks of a foreign branch office.

Your profile

- Very good command of spoken and written German is a prerequisite.
- You have a command of English, level C1, spoken and written
- You are flexible, resilient and strong in communication, motivated and a team player
- You have a talent for organization and preferably some previous work experience
- You are a registered student in a BA or MA degree in marketing, tourism and/or business administration/management

The challenges are very diverse and include, among other things:

In the area of administration & management

- Market research and evaluations
- Analyses of market studies
- Support the Director UK & Ireland in the area of administration and HR
- Preparation of presentations, meetings and business events
- Translations and correspondence in German and English

In the area of marketing / sales

- Market research, analysis and surveys
- Evaluations and documentation of results (Erfolgskontrolle)
- Support and record meetings with partners
- Trade events
- B2B and B2C events

In the press area

- Planning and organization of press trips
- Creation of press releases, press cuttings and newsletters
- Press events

In the field of online marketing

- Planning and organization of influencer trips
 - Social media (Facebook, Twitter, LinkedIn)
 - Planning and implementation of campaigns with OTAs
 - Influencer events
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Remuneration and holiday allowance

Applicable National Minimum Wage or Living Wage, depending on Interns age:
<https://www.gov.uk/government/publications/minimum-wage-rates-for-2024>

Holiday allowance is 2 days for each completed calendar month.

Please send your detailed application with a cover letter in German by email to Ms. Dietz with Curriculum vitae and references in German or English: sylvia.dietz@germany.travel