Auslandspraktikum
Praktikumsplatz-Angebot
für die Bereiche
Marketing, Tourismus, Journalismus

Land, Ort: Wales, Cardiff
Einrichtung: The Welsh Government - Visit Wales
Ansprechpartner: 
Telefon: 
Email: 
Start / Dauer: / 12 Monate
Bezahlung: 17,20 Pounds/h

Beschreibung: Purpose of Post: The German Market Content and Community Executive will be responsible for the creation and management of content for the German language website, visitales.de. They will also support the development of Visit Wales' social media sites in Germany, sharing content across key networks and supporting the development of German language content across online and offline channels.

Key Tasks
Content Creation
- Developing engaging and inspiring content, including editorial, stills, video and audio about Wales that meets the needs of the German market, uploading content via the
Content Management System.
- Keeping up to date with market trends and interests and developing new content to address any gaps.
- Attending events, visiting tourism attractions and destinations in Wales and using these experiences to develop content, blogs and social posts.
- Work closely with the Visit Wales digital team to utilise existing content that is relevant to the market and to ensure that any product changes are carried through across the website.
- Work with the Marketing Executive to develop and deliver the Visit Wales German ECRM programme.
- Work closely with the Visit Wales digital team to adapt the Visit Wales content calendar to fit the German market.
- Contribute towards the development of German market communications and campaigns, both on and offline, providing support and advice to the international marketing team.

Social Media and Communities
- Establish and manage Visit Wales German social media accounts.
- Managing Visit Wales German Community interactions (social media, blogs, external forums, PR) - identifying and building relationships with prominent influencers and leaders in the related fields of travel and tourism.
- Work closely with PR and trade colleagues to support their activity via the visitwales.de and social channels.
- Work closely with Visit Britain and other industry partners to align and share content across appropriate channels.

The successful candidate will be required to travel to various locations in Wales and may be asked to travel internationally to support Visit Wales at international events and partner meetings.

This placement is a fantastic opportunity for a postgraduate/ gap year student to work within the Visit Wales Marketing team within the Welsh Government and to further their career in the field of tourism and marketing.

Anforderungen:

Knowledge and Skills
This post is being advertised as placement for a postgraduate or as a year in industry placement. The ideal candidate will demonstrate the following qualifications and skills:

Qualifications or working towards a qualification in any of the following fields:
- Journalism, PR, Publishing, Marketing
- Online content marketing or relevant digital marketing related qualification
Skills
- Native language German, fluent in both German and English with exceptional communication skills.
- Exceptional writing and editing skills, as well as the ability to adopt the appropriate style, tone, and voice for various types of content.
- An understanding of how to tell a story via words, images, or audio, and of how to create content that draws an audience.
- An understanding of the German market, particularly in relation to travel and tourism is desirable.
- Experience of using Content Management Systems would be advantageous however full training will be provided.

Key Skills Relevant to the Civil Service Competency Framework:
Setting Direction - Seeing the Big Picture
Gather information from a range of relevant sources inside and outside their Department to inform own work

Setting Direction - Making Effective Decisions
Undertake appropriate analysis to support decisions or recommendations

Engaging People - Building Capability for All
Share learning with team and colleagues; contribute to the team’s shared learning and understanding.

Delivering Results - Delivering at Pace
Work in an organised manner using own knowledge and expertise to deliver on time and to standard

To find out more and to apply please click in the link below. https://cymru-wales.tal.net/vx/lang-en-GB/mobile-0/appcentre-1/brand-2/candidate/so/pm/1/pl/6/opp/244-Postgraduate-Student-PlacementGerman-Market-Content-and-Community-Executive-Treforest/en-GB

**Bewerbungsfrist:** 05.01.2015

**Stipendium:** Über die Fördermöglichkeiten für dieses Praktikum berät Sie das International Office.