



EXECUTIVE DIRECTOR

Company: European Travel Commission	Years of Experience 5+ years
Location: Brussels, Belgium (Extensive travel requirement)	Education Level Professional
Industry Tourism	Career Level Senior Executive (Chairman, MD, CEO)
Job Type Full Time, 2 Year Renewable Contract	Salary €90,000 P/A (gross)

ABOUT THE JOB

Established in 1948, the European Travel Commission (ETC) is a non-profit organisation headquartered in Brussels. Its role, on behalf of its 35 member National Tourism Organisations, is to market and promote tourism to Europe from long-haul markets. ETC also produces market research and offers a forum for knowledge-sharing and best practice in the field of tourism.

With a new strategy and a strengthening of ties with its European and industry partners, ETC is currently looking for an entrepreneurial Executive Director with the ability to lead and inspire at an exciting juncture in the organisation's long standing history.

The ideal candidate will have unprecedented knowledge of the tourism sector in Europe with a strong background in marketing. **As a business leader, your function will:**

- Be key in establishing the vision, strategy and competitive positioning of the European destination brand and product offering in long-haul markets
- An inspirational business leader, you will manage a team and comprehensive work programme in line with the approved strategy
- Take ultimate accountability for output and success of activities and report on a regular basis to the Board and General Assembly

- Manage the day-to-day running of all aspects of the business including financial, legal, administrative and procedural aspects
- Represent the organisation and promote Destination Europe at an international level as part of an overall corporate communications plan
- Foster excellent working relationships with stakeholders at every level, including members, chairpersons, working committees, partners and dignitaries

With a strong background in tourism marketing, **your skills and personal qualities should include:**

- Complete fluency in written and spoken English, knowledge of other European languages is desirable but not essential
- Well rounded management skills, ability to lead a team, manage contractors and agencies and carry projects forward according to plan
- Expert knowledge and a passion for the tourism sector with a proven track record in marketing
- Excellent communication skills to maintain good working and member relationships throughout the organisation and external relationships with the industry
- Business acumen, able to run a small business and take care of its day-to-day running

HOW TO APPLY

If you meet all of the criteria outlined above, please forward your cover letter and CV to:

Mr Martin Siegmund

Director of Personnel Department

German National Tourist Board (on behalf of European Travel Commission)

Beethovenstraße 69, 60325 Frankfurt/Main, Germany

or by email to martin.siegmund@germany.travel

Applicants should send in their application before December 16th 2011