

Geneva Tourism & Conventions Foundation (GT&CF) is an officially recognized non-profit foundation. GT&CF was created over 125 years ago by members of the tourism and business sectors. GT&CF's missions are to promote and sell Geneva as a tourist, leisure and business destination, to welcome, to inform and assist tourists.

To join our Leisure Bureau, we are searching for a:

MARKET MANAGER – EUROPE

The Market manager will be responsible for representing and promoting the destination to European countries to increase overnights in Geneva. He/she will also be in charge of positioning the destination as one of the best cities to visit in Europe within the Leisure market. The market manager will also support actively the Convention Bureau in some sales trip. The position involves also PR, e-PR and social media work. The manager will also be in charge of organizing individual/group familiarization trips, press trips, blogger, events and media projects in order to increase the awareness of Geneva as a destination.

The position requires excellent communication and interpersonal skills as well. Negotiations and development of partnerships with trade and media entities will be part of the daily business. A minimum of 2 years' experience within an international environment, in addition to a minimum of 3 years' experience in sales and/or PR, as well as good knowledge of the tourism industry and worldwide media, are required.

Responsibilities:

- Represent and promote Geneva to the designed markets targeting bed night increase through different distribution channels essentially B2B;
- Manage local and regional agencies, for trade or media;
- Guarantee the promotion of Geneva and grow its positive image by organizing or participating to sales calls, workshops, promotional events, promotional and media actions;
- Organize and participate in selected Switzerland Tourism actions;
- Collaborate and negotiate directly with Switzerland Tourism on several European markets;
- Generate and co-organize visits of media trips and familiarization trips for TO's and TA's;
- Further develop and maintain a network of key partners in the designated markets;
- Develop and maintain the contact network and distribution channels;
- Develop and maintain a high level of knowledge about Geneva as a destination (culture, economics, trends, hotels and restaurants, etc.);
- Active role in elaborating creative strategies to tackle the markets specific prospects;
- Guarantee media coverage and ensure qualitative and quantitative media exposure;
- Establish and identify PR/Media projects that will add value to the destination, aligned on the marketing strategy (media conference/events, blogger events, etc.);

- Lead and supervise possible Influencers Marketing agency to build up new media relationships and activate media projects (budget, mandate, deliverable, activation);
- Liaise and optimize online media activities with our social media platforms;
- Interact closely with all key partners of the destination such as hotels, museums, attractions, transport and the City & the State of Geneva;
- Adapt and fine tune the press releases, presentations and advertorial articles;
- Manage your budget, independently in the best interest of the company;
- Provide regular and complete media clipping and reporting.

Required qualifications:

- Perfect written and spoken English and French, German and Swiss-German a big plus;
- Proven organisational skills and detail oriented personality;
- Established network in the tourism industry with hotels and/or touristic partners and/or official authorities;
- Hotel management, travel or marketing degree;
- Minimal 3 years' experience in tourism promotion or in marketing/promotion project management, experience aboard a plus;
- Representing skills and willing to travel, flexible about working evenings and weekends.

Required soft skills:

You are curious and creative. You are team oriented as well as very comfortable working independently. You have proven ability to build consensus and work effectively within a cross-departmental team. You have excellent communication, organisational and interpersonal skills, you are open minded and receptive to different cultures. Available and very flexible about working evenings and over the weekend (over 10 weekends per year). Pragmatically, you can manage multiple projects at a time. Finally yet importantly, you have excellent knowledge and you are passionate about Geneva as a destination.

Entry date: ASAP

You match the above description and love great challenges? Apply by sending your cover letter, CV with picture, certificates and diplomas by email rh@geneve.com, mentioning "MME19" as reference. We advise you to submit your application ASAP as we will close applications as soon as we have a pool of suitable candidates. Only complete applications that meet the above requirements will be processed.