



Flanders
State of the Art

VISITFLANDERS is looking for a

PRESS & COMMUNITY MANAGER

VISITFLANDERS is the official marketing agency for the region of Flanders, Belgium. It is charged with marketing the region to international communities, and does so in a responsible manner, ensuring the needs of the visitor are balanced with those of the local population, the business community and the destination itself. VISITFLANDERS specifically targets visitors who connect most strongly with the touristic themes and storylines our region has to offer: arts and culture, cycling culture, Flemish gastronomy and Belgian beer culture, and the region's rich history, including the heritage of the First World War.

VISITFLANDERS is seeking a **Press & Community manager** who scouts, reaches out to, engages and builds a fruitful relationship with passionate communities and media outlets in the North American market that relate with/to our themes and storylines .

PROFILE

QUALIFICATIONS

- You are educated to degree level or equivalent.

EXPERIENCE – SPECIFIC

- You have at least 3 years' experience in community marketing, with a proven track record of success.
- You have at least 3 years' experience in press and public relations management, with a proven track record of success and a growing press network.
- You have at least 7 years' experience in a broad marketing or communications environment, and have a thorough knowledge and understanding of a broad portfolio of marketing tools and tactics
- You have experience of working in an international environment, multi-market and across different cultures, and have knowledge of consumer markets in the US, specifically in the tri-state area.
- Knowledge and experience of the travel and tourism industry is advantageous; knowledge, interest or passion in one or more of the themes associated with tourism in Flanders is also an advantage.
- Experience of working in a multi-stakeholder, public sector environment is a distinct advantage.

EXPERIENCE – GENERIC

- You have the ability to communicate in multiple ways with authenticity, empathy and credibility to a wide range of audiences, internal and external.

- You have excellent interpersonal, diplomacy and relationship management skills.
- You have strong negotiation skills, with the drive and ability to secure outcomes that meet all stakeholders' expectations.
- You have a proven ability to multitask and to work to tight deadlines.
- You will liaise with multiple stakeholders both internally and externally, both locally as globally. You are a true and flexible team player, with a tenacious spirit and always willing to go the extra mile; you thrive on achieving team as well as individual success.
- You are competent in working with the digital tools used in press and community marketing. You are not afraid to experiment and try out new tools to strengthen your marketing approach.
- You have an attention to detail, including a high degree of numeracy and accuracy.
- You are able and willing to travel within the US, to Belgium, and where required, further internationally, and to work evenings and/or weekends where necessary.
- Knowledge of procurement procedures is desirable.
- You are fluent in written and spoken English; Willingness to learn Dutch is an asset.

RESPONSIBILITIES

- You Identify existing passionate communities aligned with the themes and storylines used by **VISITFLANDERS** in the promotion of its destination. Together with your colleagues (locally and globally), you develop and identify the existing community platforms, create & define opportunities to engage with them and influence them. You actively seek partnerships to strengthen your community approach.
- You build, nurture and maintain **VISITFLANDERS'** own communities. You will create and foster engagement to enhance the profile of Flanders in relation to the community's passions and stimulate travel to the region to experience those passions. You will do so using online and offline networks, stakeholders and partners.
- You Identify opportunities to interact with existing, established online communities that align with **VISITFLANDERS'** themes and storylines. You will ensure relevant and appropriate links to Flanders, to stimulate and encourage travel to the destination and to build the association of Flanders with the themes and storylines.
- You will define and deploy a PR approach suitable for and adapted to the North American market. You will set up the necessary reporting mechanisms to review and adjust your approach accordingly. You will stimulate them to produce compelling content for high quality, relevant audiences interested **VISITFLANDERS'** themes and storylines. You will be working in collaboration with the Global Press Manager at HQ in Brussels and with other press colleagues worldwide.
- You develop and maintain a strong network of press contacts such as journalists, bloggers and other influencers. These may be US based, Europe based freelancers and correspondents. You will work together with your UK based colleague to establish a strong and extensive English speaking press network.
- You build and maintain product knowledge relating to **VISITFLANDERS'** themes in order to generate and repurpose content, for communication with B2B and B2B2C audiences, and disseminate through the appropriate channels,

- Undertake other reasonable tasks as required for the execution and successful implementation of the US Promotional Action Plan. You will represent VISITFLANDERS at events/activities whenever required, alone or together with your US colleagues.

BEHAVIOURAL COMPETENCIES

- **Team player**

As a team player, you act in the interests of the group, contributing to the joint aims of the team, entity or organization – even in situations in which this is not of immediate, personal benefit.

- **Reliable**

You operate according to personal codes of integrity, care, objectivity, non-discrimination, propriety and transparency, founded on basic social and ethical norms (diversity, environmental care, etc.). You deliver on your promises and accept responsibility.

- **Continuously improving**

Your preparedness to learn and grow in a changing environment allows you to continuously improve your own performance. You are constructively critical, through self-reflection and through an improvement-based logic.

- **Customer-oriented**

You will understand and empathize with VISITFLANDERS' consumer as well as with stakeholders in the North America and in Flanders; you recognize and serve the needs of different kinds of clients, both internal and external, and your communication style reflects the audience you're addressing. You are highly service-oriented, both in your words and in your deeds.

- **Flexible**

You are able to effectively adapt your behavior in relation to different situations or people in order to reach your goals. You are sensitive to cultural differences and can adjust your behavior to achieve results that are acceptable to and accepted by all stakeholders.

- **Initiative**

You explore and recognize opportunities and come up with ideas to exploit them or take action yourself. You dare to take risks, while hedging for possible downturns, and are not afraid to experiment and innovate. You do, however, always find solid ground for such explorative actions.

- **Accurate**

You complete your tasks with great accuracy and with an eye for detail. You deliver in a timely manner and communicate openly to manage respective expectations. You handle equipment appropriately, and are willing to learn new systems, equipment, and technology.

- **Planning-oriented**

You are structured in your use of space and time and set priorities when tackling tasks and problems.

OUR OFFER

- The role is based within our US team, and your contract is drawn up according to US law (state of New York). You will be working out of the New York office. This will be your home base.
- This is a senior role, and we will offer an attractive remuneration package, including a competitive salary based upon your experience. Salary range from \$85.000 till \$120.000 gross annual.
- Your salary will be paid biweekly. You will receive an annual bonus of 2% of the Base Salary. Further you will receive a holiday bonus of 2% of the Base Salary.
- The cost of commuting to work on public transport within New York City is refunded in full.
- Your normal place of work will be in our attractive offices in New York, Manhattan.
- You will be eligible to participate in the employee benefits plans, programs and arrangements made available generally to the employees of the New York Office in accordance with the terms and subjects to the conditions of such plans, programs and arrangements. The benefits available are medical insurance coverage (which includes dental insurance coverage) as of the Effective Date and a contribution to a U.S. tax-qualified retirement plan following the sixth month of employment)
- During each full calendar year of employment, you will be entitled to 26 paid vacation days. In the event that the New York Office shall be closed during the period commencing on December 25 of any year and ending on January 1 of the following years, such days shall be considered vacation days provided to you in addition to the Regular Vacation Days.
- We offer state-of-the-art IT resources and equipment to staff to allow them to work flexibly and productively
- As an organization that recognizes the value and potential of its staff members, we place great importance on education and training, to ensure employees' skill sets are kept up-to-date
- Pressure of work can be high, but the organization takes optimization of your work/life balance very seriously.
- **VISITFLANDERS**, as an agency of the Government of Flanders, wishes to reflect, as far as possible, the society for which it works. Candidates are therefore selected on the basis of their ability and characteristics, regardless of age, disability, gender, religion, or sexual orientation. Please let us know in advance if you have a disability. We will ensure that your participation in the recruitment process takes place in the best possible circumstances. Upon employment, your workplace will be adjusted to take your disability into account as far as possible.

HOW TO APPLY

Do you think you are the ideal candidate for the job? Do you have the right qualifications, experience and skills? Send your CV/resumé with references and cover letter to hr@visitflanders.com

APPLICATION PROCESS

- Deadline applications: May 12th 2024
- Screening of applications: week May 13rd 2024
Based on their qualifications and experience, the 6 best candidates proceed to the next round.
- Online interviews: week May 20th
With the Director of Marketing and HR. The candidates that qualify will go to the next round for face-to-face interviews.
- Face-to-face interviews at our offices in New York: week June 10th
A case will be sent 48hours prior to the interview. The candidate will present the approach to address the case at the interview. The interview will be with our head of operations, Senior Association Relations Manager North America and General Representative of Flanders
- Final decision and communication: second half of June