



Trainee to VisitSweden, New York

About VisitSweden:

VisitSweden is a national organization, responsible for the promotion of Sweden as a business and leisure travel destination. VisitSweden offers a training position in its New York City office. The trainee will get an excellent opportunity to learn about the tourism industry in general and VisitSweden's activities in particular.

Position Summary: The trainee will learn about and assist with the following:

- Planning, execution and follow-up of marketing campaigns
- Handle inquiries from travel agents, media and consumers (limited)
- Planning and follow-up of press itineraries to Sweden
- Create and update marketing materials
- Develop website communications editorial-wise
- Production of *Sverigekatalogen*, a major marketing tool
- Ad sales for *Sverigekatalogen*
- Project management of creation and dissemination of monthly newsletters
- Updates on VisitSweden's social media channels
- Event planning
- Project administration

Compensation: A monthly housing allowance of \$1,000.

Duration of training period: 10-12 months.

Location: Manhattan, New York City.

Start date: April/May2015.

Qualifications: Bachelor's or Master's degree from Sweden in marketing/PR/communications or tourism or similar field. Fluency in English and Swedish. The trainee should have strong analytical abilities and good ability to take initiatives. Good communications skills are also required.

Deadline to apply is **March 15, 2015**.