

JOB OFFER

Mercats Internacionals – **Catalan Tourist Board Nordamèrica** (Nova York)

Address 655, Third Avenue – Suite 1830
New York 10017
United States

The Catalan Tourist Board is the government agency in charge of promoting the Catalan tourist industry abroad. The Catalan Tourist Board conducts marketing and promotional activities from both its headquarters in Barcelona and its network of 12 tourist promotion offices around the world. The New York office is responsible for the marketing of Catalonia's tourism industry in the USA, Canada and Mexico.

For more information about the Catalan Tourist Board, visit: www.catalunya.com and www.act.gencat.cat

The **Marketing Executive** will join the New York office to serve as a key member of the marketing team and to support the Director of the office, by undertaking a broad range of both marketing and operational tasks. The candidate will oversee project workflow from concept development to completion and will ensure that outputs align with the company's overall strategies and objectives.

Responsibilities:

- To manage the day-to-day execution of assigned promotional activities carried by the tourist board (trade fairs, educational trips, press trips, workshops, presentations, on-line marketing and others).
 - To write, format, copyedit and distribute content on a regular basis for newsletters, press releases, social media, presentations etc.
 - To assist the director in the definition of the annual marketing plan and in the general office administrative tasks
 - To supervise interns and mentor them.
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Qualifications

- A bachelor's degree in marketing, communications, journalism, tourism, English or a related field
- Minimum 2 years' experience in marketing.
- The candidate must be legally permitted to work in the USA.

Experience

- Experience carrying out marketing activities, including planning, prioritizing, and implementing strategy within approved budget
- Excellent writing, copyediting, and social media content management experience.
- Advanced computer skills including MS Office, databases and design software (e.g. Canva, Photoshop).
- Demonstrated ability to multi-task and handle a wide variety of responsibilities.
- Proven people skills and exceptional communication skills.
- Oral and written communications skills in Spanish.
- Personal travel experience in Catalonia is preferred.

What we offer

- Compensation commensurate with experience.
 - Health benefits provided.
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Send a cover letter and resume to this [link](#).

Only short-listed candidates will be contacted for interviews. For more information contact with gestiodeltalent.act@gencat.cat