



## Job Description

### Associate Marketing and Communications Changemaker (Internship)

<b>Activity Rate</b>	Full-time or part-time (minimum 20hrs per week)
<b>Type of Contract</b>	Join us for six months with the intention of progress to full-time employment
<b>Start Date</b>	1 <sup>st</sup> Jan 2022
<b>Office / Location</b>	<i>Virtual – Home Based</i>

<b>Overview Organisation</b>	<p>The Global Destination Sustainability Movement is a collaborative platform that acts to catalyse transformation in the tourism and events industry by engaging, inspiring and enabling destinations to become more regenerative, flourishing, and resilient places to visit, meet, and live in.</p> <p>We seek to accelerate the transformation from destination marketing at whatever cost towards destination management and stewardship that offers shared value. Our mission is to promote and develop the sustainability and circular strategies, skill sets and mindsets that will enable destinations of the future to thrive.</p> <p>The GDS-Movement evolved from the Global Destination Sustainability Index; the world's leading sustainability benchmarking and performance improvement programme for destinations and their visitor economy. It is a collaborative partnership between ICCA, IMEX Exhibitions, European Cities Marketing, MCI Group, and GUBI consulting</p> <p>We are a passionate, dynamic, and growing global team, totally committed to building a regenerative economy. We love time in nature, a healthy work-life balance, laughing, and living life to the full. Find out more at <a href="http://www.gds.earth">www.gds.earth</a></p>
<b>Job Objective</b>	<p>We are growing and looking for aspiring Changemakers to join our team. Are you up for a challenge, want to make a big difference, and love learning new things?</p> <p>As one of our Changemakers you will be a key part of the GDS team, tasked with providing services and support to our consulting team during the benchmarking process and communications team with the creation of videos, newsletters, social media posts and the writing of blog posts.</p>
<b>Main Responsibilities</b>	<p><b>Marketing and Communications</b></p> <ul style="list-style-type: none"><li>▪ Create and distribute communications content for destination and organisation partners, including press releases, blog posts, social media posts, and the creation of videos</li><li>▪ Create, develop and support communication of the GDS-Index and our member initiatives through our website, social media platforms, and thought leadership articles</li><li>▪ Develop presentation material for client workshops</li><li>▪ Create newsletters and manage media lists for Europe and the USA</li></ul> <p><b>Global Destination Sustainability Index</b></p>

	<ul style="list-style-type: none"> <li>▪ Support the sustainability benchmarking of destinations following the <a href="#">GDS-Index Methodology</a>.</li> <li>▪ Conduct outreach to recruit new destination clients under the <a href="#">Global Destination Sustainability Index</a></li> <li>▪ Assist with research projects, and the development and implementation of strategic consulting solutions for destinations, venues and events seeking to be more sustainable.</li> <li>▪ Manage the database of best practices and keep track of best practise across various sectors to build material for the GDS-Academy</li> </ul>
<b>Description of The Relationships</b>	<ul style="list-style-type: none"> <li>▪ Internally, s/he/they will report to the Head of Communications and individual consultants leading critical projects during the internship.</li> </ul>
<b>Skillset Requirements</b>	<ul style="list-style-type: none"> <li>▪ Studying to complete or completed a Master's degree in Marketing/Communications, Events, Sustainability or the Social Sciences.</li> <li>▪ Passion, knowledge and drive to create a more sustainable world.</li> <li>▪ Ability and desire to work remotely, with independence and responsibility to deliver results with minimum management oversight</li> <li>▪ Creative thinker and problem solver, and a good eye for beautiful design</li> <li>▪ Trusted to meet deadlines and workflow commitments</li> </ul>
<b>Specific Technical Skills</b>	<ul style="list-style-type: none"> <li>▪ Excellent knowledge of Microsoft Office, including Excel, PowerPoint and Word</li> <li>▪ Good working knowledge of WordPress, Adobe photoshop and other creative design packages (desired)</li> <li>▪ Experience of using social media to reinforce a brand and/or purpose related campaign</li> </ul>
<b>Additional Requirements</b>	<ul style="list-style-type: none"> <li>▪ Fluency in English, both written and spoken, and at least one other language (ideally French, German, or Spanish)</li> <li>▪ Excellent organisational skills, with ability to work independently and in a team</li> <li>▪ Commitment to sustainable practices and philosophies.</li> </ul>
<b>Salary</b>	<ul style="list-style-type: none"> <li>▪ 900€/month for 40-hour weeks, or proportionate to hours worked</li> </ul>
<b>Travel</b>	<ul style="list-style-type: none"> <li>▪ You will be required to travel to Barcelona and other locations (when we can)</li> </ul>