

Supported by:



Federal Ministry  
for Economic Affairs  
and Climate Action

on the basis of a decision  
by the German Bundestag

**Germany**  
*The travel destination*



Both, German National Tourist Office (GNTO) and Bavaria Tourism are the central sales, marketing and public relations organization for their respective regions as tourist destinations. Their tasks are to maintain the positive image of Germany and Bavaria as travel destinations, make an international contribution through the representation of German cultural values and increase the travel volume to Germany and Bavaria. Since 1952, the German National Tourist Office has been established in North America with an office in New York, and representations in Los Angeles and Toronto. Since 2006 Bavaria Tourism employs its own Marketing Manager Bavaria within the GNTO New York in order to promote the state of Bavaria in all its facets and to inspire travel to Bavaria from the North American market. Bavaria Tourism is looking for a person representing the state of Bavaria towards the US travel trade and press, important multipliers as well as the American consumers. The Marketing Manager works closely with the team in Munich, as well as a set of Bavarian partners (cities, regions, hotels etc.) and needs a good understanding of Bavaria as a tourist destination comprised of traditions and values.

We are presently looking for a

# Marketing Manager Bavaria

starting immediately in the New York City midtown office of the German National Tourism Office.

Working closely with the GNTO team, but coordinating with and reporting to the Bavaria Tourism head office in Munich, your duties include:

- Increase tourism to Bavaria within the North American market and in close cooperation with a set of defined Bavarian partners and annual marketing packages
- Creation, coordination, and execution of the annual marketing plan including B2B, B2B2C and B2C activities as well as support with partner acquisition
- Manage and allocate budget across different activities and infrastructure
- Relationship management of key tourism players and multipliers for Bavaria (tour operators, travel advisors, travel associations, airlines, and German entities like GACC, Invest in Bavaria, etc.)
- Organize, conduct, and attend events such as trade shows, webinars, fam trips, press events
- Negotiate and execute various cooperations in North America with travel brands and trade partners, e.g. conduct educational seminars, digital campaigns etc.
- Build and maintain a PR and Influencer network and support the Bavarian head office in their PR strategy and efforts for the North American Market
- Evaluate marketing activities and report regularly to Bavaria Tourism and its partners and function as a trend scout for promotional ideas
- Responsible for creative copywriting e-newsletters, advertorials, and the coordination of such promotional activities
- Prepare detailed monthly, bi-annual and annual reports for stakeholders/partners in Bavaria
- Stay up to date on tourism and travel news, trends, and insights in order to provide analytic takeaways and conduct presentations about the U.S market for partners in Bavaria
- Maintain trade and PR database

APPLY NOW!



Supported by:



Federal Ministry  
for Economic Affairs  
and Climate Action

on the basis of a decision  
by the German Bundestag

**Germany**  
*The travel destination*



**Bavaria**

- Flexibility to travel within North America regularly and to Bavaria and Germany 3-5 times a year (working from Bavaria Tourism head office, visiting partners, attending trade events, escorting fam trips etc.)

### To fulfill your duties, your skills should include:

- Excellent written and verbal communication skills in English; German language skills are a plus
- Qualified educational background, preferably a degree in the field of communications, marketing, tourism, along with several years of work experience in communication, marketing and/or tourism (agency background a plus)
- Familiarity with the North American travel industry, its representatives, and organizations as well as knowledge of the US travel and leisure media scene
- Strong planning and self-organizational skills
- Creativity and cross-media thinking
- Knowledge of Bavaria and Germany as a tourist destination
- Advanced knowledge of all current MS Office programs and of modern communications resources and internet tools

You are an extrovert, trustworthy, and reliable person, have a talent for communication and are enthusiastic about Bavaria. You can motivate yourself and like to work both methodically and independently.

### Next steps:

Please forward your application materials along with your salary requirements to [personal@bayern.info](mailto:personal@bayern.info). Your direct contact person at Bavaria Tourism is Susanne Miller. The contract will be signed with the GNTG. The place of employment will be the office of the GNTG in New York, on 1350 Broadway.

**Bavaria Tourism | Arabellastr. 17 | 81925 Munich, Germany | [bavaria.travel](http://bavaria.travel)**

APPLY NOW!

