



Lifelong Learning Programme

LEONARDO DA VINCI PROGRAMME
PEOPLE IN THE LABOUR MARKET
MOBILITY

Leonardo da Vinci traineeship offer

Host organisation: Best Western Hotelreservierungs, Vienna, Austria

Best Western International is THE WORLD'S LARGEST HOTEL CHAIN® and the hotel industry's largest single brand, providing marketing and reservations to over 4,000 private Best Western, Best Western Plus(TM) and Best Western Premier® (premium class) in 90 countries. Hosting 400,000 guests each night, Best Western hotels combine international standards with individual flair and heartfelt hospitality.

Best Western Hotelreservierungs/Best Western Central Europe as a regional affiliate and service group attends to over 70 hotels in Austria, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Serbia, Montenegro and Macedonia.

Local and temporal specification of the traineeship:

Division/Department: Sales, Marketing, Member Service, Acquisition, Vienna, Austria

Starting date (earliest possible): position open continuously

Starting date (latest possible):

Duration: 5 – 6 months

Working hours: 40/week

Training content (activities/tasks):

- ✓ General familiarisation training – collateral, manuals, systems, organisation structure, marketing & sales programmes
- ✓ Data search on tourism and economy of all nine countries for annual business plan
- ✓ Research of potential partners for specific target group marketing in CEE countries
- ✓ Press work – update of PR database via phone calls, translation of press releases
- ✓ Member acquisition follow-up – contacting potential members and explaining the advantages of Best Western Membership
- ✓ Graphic layout according to BI standards of acquisition brochure in Czech and Slovak language
- ✓ Update and translation of Front Office & Electronic Distribution Manual for hotel employees
- ✓ Tele-Sales – update of customer database via phone-calls, evaluation of potential, offer of corporate contracts incl. follow-up
- ✓ Control, update and improvement of hotel website in three languages in cooperation with hotels' management
- ✓ Research of various key word options for all 74 hotels for Search Engine optimisation
- ✓ Reservation system control – Control of hotels' rate parity on various booking platforms via meta search engines

Required profile of the candidates:

- ✓ **University graduates** in Hotel-&Tourism Management, (Applied) Economics or Leisure Studies
- ✓ Skills within hotel & tourism industry
- ✓ Good command of German (verbal and written)

- ✓ English desired – not required
- ✓ Computer literacy (Word, Excel, Power Point, Internet, Email, ..)

Further, applicants must meet the following criteria:

- ✓ Graduates of Palacky University in Olomouc, Moravian College Olomouc, Tomas Bata University in Zlin or other higher education institution having its registered office in the Central Moravia region
- ✓ Date of graduation: no more than 1,5 year ago
- ✓ You have not carried out a Leonardo da Vinci traineeship, mobility of people in the labour market (PLM) yet
- ✓ Permanent residence or perspective employment in the region is advantage

Remuneration:

- ✓ financial support – 0 EUR/month
- ✓ contribution in kind (e.g. accommodation, public transport, meals etc.) – in the value of 50 EUR/month (monthly public transport card)

Note: beside possible financial support and/or contribution in kind provided by the host organisation, the selected candidate shall receive a Leonardo da Vinci grant. The grant shall be allocated in the max. amount of up to a 4-month scholarship (monthly rate being max. 600 EUR).

Please send your application documents (CV and cover letter in German language) to info@edutrain.cz at least two months before the planned start.