

BMW GROUP



A GOOD INTERNSHIP IS ALWAYS HANDS-ON. SHARE YOUR PASSION.

We believe in creating an environment where our students really can learn by doing and where they are given their own areas of responsibility right from the start of their time with us. That's why our experts will treat you as part of the team from day one, encourage you to bring your own ideas to the table – and give you the opportunity to really show what you can do.

Marketing Intern

Responsibilities:

As an integrated member of our marketing team, you will be in charge of the communication with our dealers, including:

- their daily marketing communication support,
- supervising the realization of their obligatory marketing activities
- managing the related dealer marketing administration
- contribution to the preparation of dealer campaigns.

Furthermore, your responsibilities will include the following marketing communication support tasks:

- contribution to the preparation and follow-up & evaluation of campaigns
- creation of POS materials
- tracking the marketing budget and administer marketing related invoices, purchase orders and contracts
- contribution to the organization of our events
- other marketing related support tasks, e.g.: translations, preparation of presentations.

You will be in frequent contact with the agencies of BMW Hungary, both local and international, and with BMW colleagues from our regional headquarters in Austria.

Of course, you are not supposed to work on your own: on one hand a thorough, job-related orientation awaits you upon arrival; on the other hand, you will be in close cooperation with the marketing communication manager; finally, you can always count on other team members, too, both for support and for tasks. Thus, you will have the opportunity to get a 360-degree overview and insight into how the marketing department works at BMW.

Requirements:

- University/College student or fresh graduate at marketing/ communications/business administration/ economics,
- Proficient in a windows environment using MS Office,
- Highly organised, with the ability to prioritise and to work independently in a proactive manner,
- Precise, familiar with figures, highly capable and flexible,
- Hard working, accurate, cooperative personality,
- Strong written and verbal communication skills both in Hungarian and in English,
- Interest about cars especially BMW Group brands.

What can you look forward to?

- Good team spirit.
- Hands-on approach.
- Test drives.
- Participation in events.
- Cafeteria system.
- Company bus from city centre to office (Vecsés)

Contract: full-time (40hours/week), fixed term 12 months contract with an option for prolongation up to 15 months.

Starting date: preferably 20th March 2023

Location: BMW Group Hungary's office (2220 Vecsés, Lőrinci út 59.) with limited home office opportunity

Are you looking for an exciting challenge? Then join our team. We look forward to receiving your online application via <https://jobs.bmwgroup.com/job-invite/87850/>