



## MARKETING INTERN

REF. NO. 1022

### About us

We are an international fragrance, cosmetics and fashion brand founded in 1914 in Barcelona.

In the UK we focus on sales, marketing and distribution of the Group's fragrance products, such as Paco Rabanne, Prada, Valentino and Jean Paul Gautier. Since the subsidiary was formed in 1973 we have strengthened our core brands resulting in their considerable growth and heightened recognition within the UK and Irish consumer markets.

In addition to our established brands, we place importance on using our expertise to develop new and emerging brands. Our commitment to development means our brand portfolio continues to evolve, providing fresh challenges and ongoing interest for all our employees.

### Number of employees

Approximately 200 in the UK, 45 in head office.

### Tasks

**Induction week:** To ensure that the intern is comfortable to start taking on tasks assigned to them and understands the different departments and the running of the company.

#### Tasks:

- Complete the HR induction, covering the structure of the company, health and safety and general guidance about the office.
- Spend time with supervisor to understand day-to-day tasks of Brand Management and discuss project list; introductions with Demand Planning, In Store & KAMs.
- Spend time with each Brand Manager to understand Marketing & Trade plans.
- Ongoing weekly tasks will include social media & competitive tracking, social media content production, alignment between planning documents, assisting in budget management, assisting PR team and placing orders for product supplies etc.

**Objective 1:** Gain wide understanding of competitive market place.

#### Tasks:

- Store visits, website/social media screenshots & PR scans to be added to weekly analysis of competitive market place.
- Work across departments to gather data/images including POS team, PR & Media etc.
- Complete monthly NPD analysis across brands.
- Present findings to Marketing Team.
- SWOT analysis by retailer & brand, research full retailer landscape and highlight any

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opportunities for future projects.

Monitoring: monitored by check ins with supervisor and marketing team.

## **Objective 2: Assist launch plans & activities.**

### Tasks:

- Project management for product launches, liaising across Marketing, Retail & Sales departments to ensure successful launches.
- Assist with product training/retailer conferences
- Creative & innovative ideas for Social Media content across brands & retailers.
- Gather best practices ideas internally and externally.

Monitoring: monitored by check ins with supervisor and marketing team.

## **Objective 3: Develop ideas and strategies for plans moving forwards.**

### Tasks:

- Review recent product launches, consumer research, PR activities, Media, CRM activities etc. in order to recommend & present a complete 360 plan for Christmas activities in 2017 across brands & retailers.
- Develop creative & innovative ideas for Social Media content across brands & retailers.

Monitoring: monitored by check ins with supervisor and marketing team.

## **Objective 4: Reflect on experience, identifying learnings and development areas.**

### Tasks:

- Competitive market place presentation to wider team.
- Summarize best practice ideas for implementation at Christmas 2017 through to 2018 projects.

Monitoring: monitored by check ins with supervisor and marketing team.

### **Skills needed**

- Good attention to detail
- Curious & proactive
- Knowledge or genuine interest in beauty industry
- Social media/digital skills would be a plus
- Analytical skills would be a plus

### **Skills to be acquired**

- Good understanding of fragrance industry & competitive marketplace

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- Understanding of brand management & marketing
- Better understanding of ATL & BTL advertising
- Better understanding of key influencer and social media communication
- Analytical skills

## Duration of the internship

2-6 months

## Office languages

English

## Location

Central London

## Financial support

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## Office hours

Monday – Thursday 9am – 5pm and 9am – 4.30pm on Fridays.