

Internship Opportunities at Dremel 2020/2021

General Description of Dremel Europe

Dremel Europe is a part of the Bosch Group which is represented worldwide. Dremel is the global market leader in Versatile Tool Systems, such as rotary tools and has recently entered the digital market (3D printing) as well. The Dremel Europe headquarters are situated in Breda, the Netherlands and takes care of all marketing and sales activities together with the local offices across Europe, Middle East, Africa and Asia Pacific. The 20 staff based in Breda work in various areas across the business, such as Sales, Marketing, Controlling and Project Management. The Dremel working environment is young, dynamic and a place where input and initiative of employees is highly valued. As an intern at Dremel, you will be working alongside highly motivated and experienced colleagues, in an environment which allows for students to develop on both a personal and professional level. Dremel's supportive working culture is a key part to its success, each year welcoming new interns to join its ambitious and forward thinking team in Breda. For more information regarding Dremel products please go to: www.dremeleurope.com.

We have vacancies for the following 8 internships:

Brand & Communications Department

For the Dremel Brand & Communications department we are currently offering 3 full year internships. Dremel is part of the Bosch group and is well known for its rotary/ Multi-Tools, recently expanding to new markets, such as digital fabrication. The head office for EMEA and Asia Pacific is situated in Breda, where the marketing & sales departments are located.

The brand team within Dremel is responsible for all brand related topics, both online & offline. The team is responsible for setting up communications materials for all user journey touchpoints throughout Europe, Middle East and Africa, Asia & Pacific. This concerns a wide variety of projects like:

- Content marketing & PR (set up of content marketing strategy, press releases, media ads etc.)
- Retail online & offline (packaging, planogram, creation of banners, branded dealer content (amazon A+), shop displays, leaflets etc.)
- Website (set up & maintenance of website: update product info, project inspiration, etc.)
- Social media (set up & maintenance of social media channels with local countries & agencies, e.g. Facebook, YouTube, Instagram, data gathering and defining insights and improvement points, etc.)

We work together with 20 brand managers worldwide, they coordinate the rollout of the communication materials in their region.

What do we offer?

We offer a very diverse full year internship in an international environment, where initiatives and new ideas are very much encouraged, allowing you to learn a lot throughout the year.

1. Trainee Online & Offline Retail Marketing Communication

Description:

Are you looking for a unique internship which allows you to learn both sides of marketing communications? As an online & offline retail communications trainee, you will be supporting the marketing team in a wide variety of areas in marketing communication. No 2 days are the same; your role will include assisting with online dealer support including the management of the Amazon Brand Store, as well as regularly managing and checking eDealer and Amazon listings and content. You will also have the opportunity to develop your creative skills with creating and editing packaging, displays, images and much more. Among other things, this role relies heavily on communication both internal to the company and external agencies. You will watch a simple idea turn into a banner, artwork, images, displays etc. Next to this you will be communicating with brand managers across Europe and making sure the marketing strategy is applied across various regions.

All of this while working with a dynamic, energetic and skilled team who are ready to support you when needed and assist you through this 12 month placement. You will get a lot of responsibilities and are treated as a valued member of our team.

Capabilities:

For this reason we are looking for a forward thinking colleague who can work well independently and in a team. You aren't afraid to take initiative in certain situations and you are constantly looking for ways of solving problems. As well as this, you are a creative individual who can produce high quality results within small time frames and know how to pay attention to detail. Above all, you need to be able to be organised, punctual and able to work on your own projects, most of the time. Of course excellent written and verbal communication skills are necessary.

2. Trainee Brand & Content Marketing

Description:

During this 1 year internship you will be supporting the Brand & Content Marketing team in different areas in Brand & Content Marketing, like content creation and distribution, social media marketing, influencer marketing, Amazon content and database maintenance. With Dremel's digital focus, you will learn a lot on the importance of content marketing and to be at the right time and place with the right content based on our user personas and their user journeys. You're working closely with different agencies, but you're not afraid to come up with own solutions for the challenges we experience within the market. Propose and coordinate campaigns from beginning to end, create content for different purposes, draw insights from the data results of your campaigns, improve the digital presence of our brand and always be aware

of the trends within content marketing, social media and influencer marketing. These are a few of many activities you'll be working on. You will also be the contact person for our international colleagues about content distribution, social media and together with your trainee colleagues, our content databases. Are you ready to become an expert in these topics in the digital era? Then this is the internship you are looking for.

Capabilities:

If you like to challenge your creative brain, but also like to work organised and structured, this is the internship for you. Coming up with creative ideas, original ideas and solutions to problems in general should come natural to you. Experience with photo and video editing software is a plus, but not required. You're good with words and you pay attention to detail. In this role you will be given a lot of responsibility, therefore we are looking for a smart, independent and well organised colleague. Excellent written and verbal communication skills are necessary.

3. Trainee Website & Data analyses

Description:

During this one year internship you will be supporting the Digital Marketing Team in many different areas in online marketing. One of the most important topics is the responsibility for the Dremel Europe-website in all available languages. The website is managed by an agency but you are basically coordinating the website content, changes, running campaigns and daily changes. You will be the first point of contact for our local user managers.

Another important area where you will assist is the measurement and analysis part of online marketing. We use quite some tools for analysing web-traffic, social media, ratings and reviews etc. You will use the tools, analyse the data and propose improvements. Besides this you will work on many different topics like social media, trends in online marketing, preparing presentations for meetings, online advertising etc.

Capabilities:

The traineeship is diverse, busy and challenging. You will be given a lot of responsibility. This is why we are looking for a smart, enthusiastic, flexible and well organized intern. It helps if you have some basic technical skills. You will have your own, dedicated projects, this is why planning and time management skills are important. Of course excellent written and verbal communication skills are necessary.

And last but not least we are looking for somebody who is able to work independently but is also a team player with humour.

Product Management

Product Management Assistant Europe, Middle East, Africa

The product management department is responsible for all product management activities for Dremel tools, attachments and accessories for the EMEA and Asian markets. The assistant to product management will give operational support to three product managers and will be co-responsible for market research activities and the pan-European and Asian introduction of Dremel Versatile Tool Systems as well as involvement in the Digital Fabrication (3D) and Arts and Crafts product line. In this role, the assistant will become familiar with all aspects of product management, from idea generation to roll-out across our markets. This will include a wide variety of projects that may consist of creating promotional packaging, market research of new potential products, and creating customer product guides.

We are looking for an assistant with excellent communication skills and a keen interest in product management within an international organization to be able to interact with a number of departments worldwide. The candidate will also display excellent work organization, prioritization skills and initiative. We offer a varied and hands-on/practical internship in a dynamic and international work environment. Where, due to the close working relationship of the department and the team, the assistant will quickly see the positive impact projects undertaken can have within the business and gain useful experience in all aspects of product management and marketing in general.

Retail Marketing EMEA

Retail Marketing intern

We are looking for analytical and pro-active applicants, who are capable of working both within a team and independently, to apply for an internship within our Sales department.

Your Responsibilities:

During the 12-month internship you will have your own responsibilities alongside supporting the Sales Management Team in a range of their tasks. You will develop an understanding into the structure of a multinational organization through coordination of sales activities in 30 countries. This role involves frequent contact with local Retail Marketing Managers across Europe, the Middle-East and Africa, so applicants should be internationally orientated and have good communication skills.

Regular Tasks Include:

- Monthly KPI reporting
- Detailed analysis of market data and sales developments
- Optimize the 'shelf presentations' in the stores in cooperation with the local Retail Marketing Managers, working with software program Apollo
- Support with monthly, quarterly and annual forecasting

- Regular meetings with the local logistics department to discuss and assist with sales related topics
- General support in long-term business planning
- Monitoring the sales development of focus products and promotional items
- Coordination with other departments both centrally and internationally

Your Qualifications and Attributes:

- You are currently studying a business related degree and your average grade is 2:1 or above
- You have an excellent level of written and spoken English and potentially some experience with a second language
- You offer good knowledge in MS office applications, particularly Excel
- You are a motivated individual, who shows initiative and is able to manage challenges independently
- You have strong analytical and numerical skills, with experience during your studies and/or previous employment which demonstrates this

Retail Marketing Asia Pacific

Put yourself in a position to enjoy marketing activities on the exciting region of Asia Pacific!!!

Through this internship, you will have the possibility of mapping and contacting new leads to open new businesses. In addition, you will have the chance of getting in touch with retail managers from many different countries like Japan, China, Korea and Australia and help them with main marketing elements like promotion, price, product and distribution.

It's an excellent opportunity to make real college theory and apply it on new ideas and marketing activities to maximize sales on existing or new markets, once Dremel is a brand still in expansion in Asia Pacific.

So, we need energetic and hands on intern who are capable of working both within a team and independently and interested on moving forward with new ideas and projects.

If you are interested on an environment that gives you autonomy, freedom for new ideas and cultural/knowledge exchanges, you are on the right place - Welcome to Dremel Asia Pacific.

It's not mandatory, but if you have a previous experience or interaction with any of the countries on this region, this will be considered a differential.

Business Development

Business Development Assistant

Be a part of the team responsible for shaping the future of Dremel's business to come. Help Dremel grow in exciting new areas, in particularly, Digital Fabrication. Within this role, you'll be supporting the business team to help roll out global product launches, reach new customers, identify new markets and facilitate messaging and communication campaigns. This role will have exposure and interaction across many of the disciplines responsible for the Dremel/Bosch global operation including sales, marketing, products, logistics, finance to name a few. The role is well suited for individuals studying business, marketing or entrepreneurship. Additionally, the opportunity also works well for business students who are undecided on their specific career path.

Qualifications:

We are seeking self-motivated candidates with strong communication and creativity skills. Ideally, candidates have an active interest in 3d printing (or a clear passion to learn about the topics).

- You are currently studying a business related degree
- You have an excellent level of written and spoken English
- You offer good knowledge in MS office applications, particularly Excel and Powerpoint
- You are a motivated individual, who shows initiative and is able to manage challenges independently
- You have strong analytical and numerical skills, with experience during your studies and/or previous employment which demonstrates this
- You are able to communicate with effectively with all levels and across multiple departments

Responsibilities:

- Assist in development of launch materials
- Support sales team with reports, data and content
- Conduct research and scout market trends
- Detailed analysis of market data and sales developments
- Participate brainstorming sessions and workshops
- Aid management of fairs and events
- Support both Brand/Communication and Product team members
- Monthly KPI reporting
- Support with monthly, quarterly and annual forecasting
- General support in long-term business planning
- Coordination with other departments both centrally and internationally

Finance & Controlling

Business Unit Controller

We invite smart, independent-thinking applicants who are eager to learn to apply for an internship in our financial controlling department.

During the 12-month placement, you will become familiar with the typical tasks of a Business Unit Controller and develop an understanding into the structure of a multinational organisation. Throughout the internship you will also maintain daily contact with other departments based both in Breda as well as in the United States and Germany. An outline of a Business Unit Controller's regular tasks is shown below:

Monthly Tasks:

- Creation of the monthly reporting package focusing on business profitability
- Analysis of sales, margin and price development by country, product and customer
- Analysis of logistics cost development across Europe
- Monthly review meetings with the Sales, Marketing and Logistics management teams
- Ad-hoc analysis to facilitate management decision making

Planning Support:

- General support throughout business planning period
- Creation of forecast for innovation share, pricing, costs and sales
- Participation in meetings concerning business strategy to discuss future trends and development of the organisation

Your Qualifications and Attributes:

- You are currently studying a business related degree and your average grade is 2:1 or above
- You have an excellent level of written and spoken English and potentially some experience with a second language
- You offer good knowledge in MS office applications, particularly Excel
- You are a motivated individual, who shows initiative and is able to manage challenges independently
- You have strong analytical and numerical skills, with experience during your studies and/or previous employment which demonstrates this

Employment Period

All internships start around mid-July 2020 and finish at the end of July 2021, but there can be some flexibility in this if needed.

Salary

Interns will receive a monthly salary of €850. Students are also eligible to apply for the Erasmus Grant (€400 per month approximately).

Application

We look forward to receiving your CV and cover letter by 31st January 2020. Please address all applications to Jolanda Fouwels (Jolanda.Fouwels@nl.bosch.com), **clearly stating which position you are interested in.**

Selection Process

- 31st January 2020: Application deadline
- Mid-February 2020: Phone interviews
- Mid-March 2020: Face to face interviews
- End of March 2020: Successful candidates notified