

Welcome to a place
where your ideas lead
to something big.

Welcome to Bosch.

Let's be remarkable.

Digital Marketing Intern (Website and Data Analyst) **DREMEL®**

Breda, The Netherlands

Dremel, part of the Bosch Group, is the global market leader in versatile tool systems, such as rotary tools and other home solutions. The Dremel EMEA 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, Latin America and Asia Pacific. The international team works in various areas across the business, such as Sales, Marketing, Controlling and Business Development. 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, experienced colleagues as well as a group of other interns 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. For more information regarding Dremel please visit: <https://www.dremel.com/gb/en>

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 websites in all available languages.

In this role you will be:

- ▶ Coordinating the website content, daily changes, running campaigns and A-B testing You will be the first point of contact for our local brand managers all over the world and for external agencies.
- ▶ Using tools for analysing web-traffic, social media, ratings, and reviews etc.
- ▶ You will analyse the data and propose improvements.
- ▶ You will work on many different topics like the product database, trends in online marketing, preparing presentations for meetings, GDPR topics, etc.

What we have to offer

- ▶ A diverse internship in an international environment
- ▶ A varied and hands-on/practical internship
- ▶ A fun and international team
- ▶ An open environment, where initiatives and new ideas are very much encouraged

Details

- ▶ Duration: July 1, 2023 – July 31, 2024
- ▶ Level: Bachelor Student
- ▶ Location: Breda - a cosy city in the province of North Brabant, within 1 hour to big and international cities, like Amsterdam, Rotterdam, Antwerp.

Qualifications

- ▶ Our need-to-haves:
- ▶ You are currently enrolled in a business-related degree **and your average grade is 2:1 or above**
- ▶ Written and verbal communication skills in English are necessary. You're good with words and you pay attention to detail.

Perfect candidate would be:

- ▶ An intelligent, driven and detail-oriented individual
- ▶ Eager to analyse data and give some insights and recommendations
- ▶ A true team player who can work well independently too
- ▶ A flexible, go-getting problem-solver
- ▶ An enthusiastic achiever always looking for the best results, even with tight deadlines
- ▶ A master planner with a talent for time management
- ▶ A communication champ with excellent writing and speaking skills
- ▶ and above all, highly motivated will be considered as a plus