

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

Welcome to Bosch.

Let's be remarkable.

## In-store and Online Marketing Internship

**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>

The marketing team within Dremel is responsible for all brand related topics, both online & offline. The team is responsible for setting up the strategic framework and supports the roll-out of activities at all user journey touchpoints throughout Europe, Middle East and Africa, Asia & Pacific and Latin America.

### In this role you will work on a variety of projects like:

- ▶ Content marketing & PR (set up of content marketing strategy, press releases, media ads etc.)
- ▶ E-commerce & In-Store (branded dealer content (amazon A+), packaging, planogram, creation of banners, shop displays, catalogue etc.)
- ▶ Email marketing (set up email campaigns: design & define content for newsletters and analyse results to determine improvements)
- ▶ Website (maintenance of website: update product info, project inspiration, coordination of new pages, A-B testing, analytics 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.)

### 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 Digital marketing / Business management / Marketing related degree
- ▶ Written and verbal communication skills in English are necessary. You're good with words and you pay attention to detail.

### Perfect candidate would be a:

- ▶ A forward thinking, inventive and creative individual and a true team player who can work well independently too
- ▶ An initiative-taking go-getter and a problem-solving project management hero
- ▶ A detailed-oriented champ who gets high quality results, even in small time frames
- ▶ A master planner with a talent for time management
- ▶ A master communicator with excellent written and verbal communication skills
- ▶ and above all, highly motivated



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### **This is what you are going to do as an eCommerce & In-Store and Email marketing Trainee**

Are you looking for a unique internship which allows you to learn both sides (on- and offline) of marketing communications? As the eCommerce & In-Store email marketing trainee, you will be supporting the marketing team in a wide variety of areas in marketing communication. No 2 days are the same. You will have the opportunity to develop your creative skills with creating & changing packaging, displays, images and much more. Next to that you will also be involved in defining the content & design for all the email marketing campaigns (including roll-out in 16 different countries) to make sure to inspire our subscribers and make sure they stay connected to our brand. You will also be involved in growing our subscriber database, where your new ideas and input is highly appreciated. You will also be responsible for ecommerce platform content, ensuring that users can take the right purchase decisions. 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.