



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

Welcome to Bosch.

Let's be remarkable.

Brand & Content Marketing Intern

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 1 year internship you will be supporting the Brand & Content Marketing team in different areas, 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 how to be at the right time and place with the right content based on our user personas and their user journeys. Besides that, you'll help support our most important stakeholders, our end-users, through storytelling by translating important trends, user feedback and our brand strategy. You're working closely with different creative agencies, but you're not afraid to come up with own solutions for the challenges we experience within the market. A few activities that will be part of your internship are: proposing and coordinating campaigns from beginning to end, creating content for different purposes, drawing insights from the data results of your campaigns, improving the digital presence of our brand and always being aware of the trends within content marketing, social media and influencer marketing. 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.

Key Responsibilities and Tasks

- ▶ Content creation and distributions
- ▶ Social media marketing
- ▶ Influencer marketing
- ▶ Amazon content and database maintenance
- ▶ Work with creative agencies but also come up with your own solutions
- ▶ Propose and coordinate campaigns from beginning to end
- ▶ Be a point of contact for our international colleagues about content distribution, social media.

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.

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

Qualifications

- ▶ Our need-to-haves:
- ▶ You are currently enrolled in a business-related degree **and your average grade is 2:1 or the equivalent**
- ▶ Written and verbal communication skills in English are necessary.

Capabilities:

Are you...

- ▶ A creative brain that works organised and structured
- ▶ A driven individual who comes up with creative ideas, original input and smart solutions, but stays detail-oriented
- ▶ Experienced in photography and video editing software (Adobe Creative Cloud software)\A master communicator with excellent written and verbal communication skills in English\Someone who enjoys taking on a lot of responsibility and is not scared of tight deadlines
- ▶ Eager to see your creativity come alive on all digital channels
- ▶ A true team player who can work well independently too and above all, highly motivated