



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

Welcome to Bosch.

Let's be remarkable.

Regional Marketing Management Internship

DREMEL[®]

Breda

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 Regional Marketing Management department is responsible for all product management and product marketing activities for Dremel tools, attachments, and accessories for the EMEA, Asian Pacific and Latin American markets.

In this role you will:

- ▶ Become familiar with all aspects of product management, from idea generation to roll-out across our markets
- ▶ Lead a wide variety of projects (creating packaging, market research of new potential products, creating customer product guides, organising small to mid-scale events; data-analysis)
- ▶ Give operational support for the Regional Marketing Managers
- ▶ Main contact for international colleagues for product related questions
- ▶ Work with cross-functional teams to bring the innovations to our markets

What we have to offer

- ▶ Full-time internship
- ▶ 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

Qualifications

- ▶ You are studying in the field of Marketing or Business (you should be enrolled as a student during the whole internship period)
- ▶ You have a keen interest in product management and have an eye for details
- ▶ You have an excellent work organization, prioritization skills and initiative
- ▶ You have strong communication skills, are a team player and a creative thinker
- ▶ You have experience or are familiar with: MS-Office (PowerPoint, Excel, Outlook, etc.)
- ▶ Languages: Fluent in English

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.