

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

Welcome to Bosch.

Let's be remarkable.

## Social Media and Influencer 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 one year internship you will be supporting the Social Media Marketing Team in creative, strategic and operational areas.

### Key Responsibilities:

- ▶ Drive the editorial operations of an international Instagram account from copywriting to sourcing social assets, publishing of content and community engagement.
- ▶ Work together with the Content Marketing and Retail Marketing Teams to understand common business goals and translate those into social media communication & storytelling actions.
- ▶ Get involved with latest social media marketing mechanics and trends to help establish our brand in the DIY lifestyle community internationally.
- ▶ Set your creativity free in in-house productions for social media to grow community engagement (like Instagram Reels, YouTube Shorts, TikTok posts and more).
- ▶ With organisation being an important factor in social marketing, you also get to learn about corporate management behind the scenes of social media (YouTube Creator Studio, Facebook Business Manager and more) to support in the administration of 90+ social channels of our larger international team.
- ▶ As a strategic part of your role, you will also be trained to become an expert in working with an influencer management platform, allowing you to analyze the performance of collaborations and help optimize the operations of our international brand managers.
- ▶ In this role you will get the full experience in all fields of social media marketing while closely collaborating with other expertise fields.

### 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 above**
- ▶ Written and verbal communication skills in English are necessary.

### Perfect candidate would be:

- ▶ A creative thinker with skills in content creation
- ▶ A strong affinity for social media engagement
- ▶ Eager to analyze social trends and act fast to implement them
- ▶ A true team player who can work well independently too
- ▶ An enthusiastic achiever with a hands-on mentality
- ▶ A master planner with a talent for time management and organization
- ▶ A communication champ with excellent English writing and storytelling skills
- ▶ and above all, highly motivated

### 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.