

## **Marketing Intern – Job description – SMEG Nederland – V2025-11**

*The main purpose of this role is to:*

- Support on different marketing, eCommerce and product management related projects

*Tasks & responsibilities:*

- Market data: aggregate reports for Applia / GfK / other external data collections.
- Product sheet for retailers.
- Product sheet for Consumentenbond.
- Content sharing to retailers and media contacts (contentaanvragen@smeg.nl)
- Responsible for consignments with external non-dealers.
- Managing the process for production companies / magazines to loan products for set dressing use.
- Gifts (internal / external).
- Blog/newsposts SMEG.nl.
- Marketing inbox (marketing@smeg.nl).
- Marketing phone.
- Social support 1st line.
- Social planning together with product marketing specialist.
- eCommerce support.
- Content requests external.
- Support on all events and during events.
- Direct contact with customers / execution and production of trade marketing plans together with sales.
- Freedom to bring own input to the table and to execute this during the internship.

*Profile:*

- WO / HBO
- Business Administration, Marketing, Communication
- Minimum 3rd year or higher
- Proficient in Dutch and English

*What we offer:*

- Space to develop yourself and build a beautiful brand
- International environment where you can develop intercultural skills
- Discount on products

*About SMEG:*

Colour, design and technology. SMEG has designed innovative household appliances for all everyday environments since 1948. The headquarters are situated in Guastalla, in Emilia Romagna, an outpost for a long view over the countryside from the river Po. Passion for research begins here. In the field of aromatic essences delimited by a perimeter of four thousand poplars, technological innovation comes together with quality culture for an all-Italian household appliance manufacturing activity.

Vision, intuition, international reach: owing to a business culture that places the utmost attention on quality, on technological contents with an extreme focus on energy savings, the SMEG Group is recognised on an international scale as a mastermind of excellence Made in Italy.