

Job Title: Marketing Intern Eucerin

At Beiersdorf, we want to help people feel good about their skin – and our commitment goes far beyond caring for skin. For 140 years, we have developed innovative skin and body care products for well-known brands such as NIVEA, Eucerin, La Prairie, Hansaplast, and Labello. We act according to our purpose, WE CARE BEYOND SKIN, and take responsibility for our consumers, our employees, the environment and society.

Behind every brand, every product and every accomplishment are our more than 20,000 employees. It is for them that we live an inclusive culture of respect and trust that is strongly aligned with our values – CARE, COURAGE, SIMPLICITY and TRUST. We also embrace diversity by valuing the uniqueness of each individual and being committed to equal opportunities for all.

Your Tasks

We are looking for a Marketing Intern to strengthen our Dutch team for our brand Eucerin. During this internship, you will learn all about the facets of marketing within an international FMCG environment. As our intern, you will have the opportunity to apply and expand your passion and knowledge of marketing at Beiersdorf. Through your work, you will help our consumers and shoppers feel great in their skin every day! As a Marketing Intern, you will work closely with the Eucerin Marketing team, as well as with other departments such as Sales, Medical Management, and Supply Chain. Your responsibilities will support the execution of our brand strategy within the Dutch market.

Your responsibilities include:

- Setting up and coordinating marketing projects (for example, sampling or PR events)
- Supporting and preparing ATL & BTL campaigns related to new launches
- Conducting analyses on the market, trends, and consumer behavior
- Co-responsible for Eucerin's social media, website, and SEA channels
- Assisting with various Medical Management activities (creating ads & newsletters, organizing congresses and goodie bags)
- Contact with various stakeholders, such as media & PR agencies and colleagues from our headquarters in Hamburg
- Actively participating in team meetings and activities

Your Profile

- You are currently pursuing an HBO or WO degree in a relevant field and want hands-on experience in a real working environment within a driven marketing team
- You are available 5 days a week for approximately 6 months
- You are fluent in **Dutch and English**
- You are analytically strong and a team player
- You are proactive and have a “can-do” attitude
- You have knowledge of social media
- Experience with Microsoft Office is a plus

We kindly request to attach your CV in English.

WHAT we offer

A great place to work! What you can expect from us as an international FMCG company:

- An internship allowance of €750 per month (full-time, 40 hours/week)
- You are entitled to 10 vacation days, based on a full-time, 6-month internship
- A laptop for business use; A brand-new office in Amsterdam Zuidoost, including a well-equipped canteen where you can buy a healthy lunch; A daily lunch allowance
- Beiersdorf uses flexible workspaces, interactive meeting rooms, and a brainstorming project room complete with a ping-pong table, and also offers free fruit and snacks
- An enthusiastic and dynamic team with knowledge and experience that you will be a full part of; Beiersdorf Netherlands offers many opportunities for growth. This internship experience can be your springboard for a career