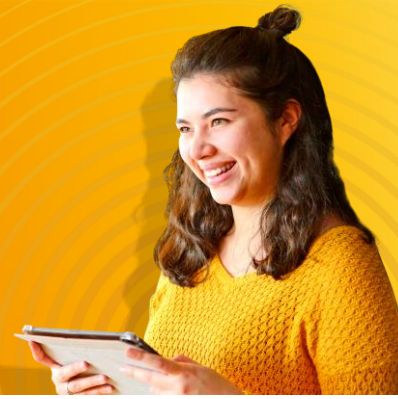


# Be brilliant



## Intern (m/w/d) Marketing Department

**BAT is evolving at pace - truly like no other organization. To achieve the ambition, we have set for ourselves, we are looking for colleagues who are ready to live our ethos every day. Become part of this journey!**

BAT Germany is looking for a 6-month Intern (2.112.50 €/month) for our Marketing department. The position is part of the Combustible Category Team, focused on driving the development and implementation of brand activities across Central Europe North Area markets (with focus on Germany & Austria).

### WHAT YOU WILL BE ACCOUNTABLE FOR

- Assist the Category team in developing and executing brand plans to meet brand objectives and strategies
- Monitor and report brand performance in a clear, concise manner
- Support the Category team in the development and deployment of activation campaigns
- Engage with the creative agency to ensure brand activation programs are performed according to the brand guidelines and within the agreed lead times and allocated budgets
- Cross-functional cooperation with internal stakeholders across different departments to ensure plans are delivered on time
- Contribute to team projects/initiatives as assigned

### EXPERIENCE, SKILLS, KNOWLEDGE

- A Bachelor's or master's student or graduate in Marketing or Business Administration / Economics.
- Previous working experience in an FMCG company, together with international exposure (either through studies or in a professional working environment) are a plus
- Good Knowledge of Microsoft Office (Excel, PowerPoint, Word)
- Fluent in German and English
- Analytical skills
- Great interpersonal and communication skills
- Organized, proactive, good attention to details

### WE ARE BAT

At BAT we are committed to our Purpose of creating A Better Tomorrow. This is what drives our people and our passion for innovation. See what is possible for you at BAT.

- Global Top Employer with 53,000 BAT people across more than 180 markets
- Brands sold in over 200 markets, made in 44 factories in 42 countries
- Newly established Tech Hubs building world-class capabilities for innovation in 4 strategic locations
- Diversity leader in the Financial Times and International Women's Day Best Practice winner
- Seal Award winner – one of 50 most sustainable companies

**BeTheChange**

