



## PHILIP MORRIS ČR

### Marketing Internship

The candidate will be required to support senior brand management in planning and implementing all marketing activities for our flagship brands in the Czech and Slovak markets.

#### Key responsibilities:

- Analyze key market performance indicators such as Market Share and Distribution, distil the information and provide recommendations on future course of action
- Co-ordinate 'below the line' marketing activities such as hostess support, consumer engagement etc.
- Plan and organise promotional activities that help the brand fulfil its overall targets and objectives
- Brief and work together with advertising agency to create visual communication to be implemented in the point of sale of our products
- Executive support such as invoice and purchase order processing

#### A successful candidate should meet the following criteria

- University student (ideally Marketing & Sales, Communication, Economy)
- Solid project management and organizational skills
- Winning spirit and career aspiration
- Fluent communication in Czech or Slovak as well as English
- Experienced in working in teams
- Analytical skills
- Frequent MS office user (Excel, Power point)

#### We offer:

- Opportunity to gain experience in your field or study
- Stable and dynamic international environment
- Training and development opportunities

Preferred start date: 12/2014 - 1/2015

Range-time 20-30 hours per week (on agreement)