

CARE CHANGES
EVERYTHING.

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE
SWITZERLAND

CHANTECAILLE

INTERNSHIP EUCERIN PHARMACY MARKETING B2B (ALL GENDERS) | BEIERSDORF

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

In our new, modern campus in the middle of Hamburg, you will work in the Pharmacy Training & Skin Advice team for the leading dermocosmetics brand Eucerin in Germany. Our department is part of the sales team and is responsible for various sales supporting measures. You will gain exciting insights into the world of target group marketing, actively participate in the conception & creation of pharmacy trainings and support projects e.g. our digital learning & community platform (content, CRM, data).

Some tasks are defined, independent projects and additional tasks are determined together based on your interests and strengths (e.g. creative, analytical).

- Support the team in the planning and creative implementation of product trainings (in the pharmacy on site and online), conferences or workshops
- Design materials and content for the various channels, trainings and events
- Take responsibility for content management for our digital learning & community platform for pharmacy staff
- Independently support the users of our digital platform and lead community management
- Create reports/evaluations and derive recommendations for action to continuously optimize the performance of our measures
- Get actively involved in various projects and gain experience in cross-functional, close cooperation with, for example, marketing, sales or external agencies

With us, you will quickly take on responsibility and become a fully-fledged member of an inspiring team. You will also be part of a large and active internship community.

YOUR PROFILE

- Degree in business / economics / communication (or similar subjects) with several successfully completed semesters
- Properly enrolled during the entire internship or gap year
- Ideally initial practical experience through other internships/training
- Digital mindset and affinity for data
- Initial experience in digital content and community management desirable

ADDITIONAL INFORMATION

At Beiersdorf, we embrace Diversity and aim to provide equal opportunities to all of our applicants – regardless of e.g. gender, sexual identity, nationality, ethnicity, religion or ideology, disability or age. We would therefore kindly ask you to include only information and data in your documents which are relevant for the assessment of your application (e.g. curriculum vitae with relevant references and certificates). For instance, please feel free to upload your CV without a picture. If you have any questions, please contact our recruiter Isabel Warnecke via Students_RC@Beiersdorf.com.

JOB DETAILS

Contract Type: Limited, 3-6 Months / Full-Time
Job Start Date: 2/1/2025
Country / City: Germany / Hamburg
Company: Beiersdorf AG
Job ID: 17020

- Passion for design and conception, as well as fun organizing and interest in trends and innovations
- Strong teamwork and communication skills, ability to work independently and commitment
- Confident handling of common MS Office applications (PowerPoint, Excel)
- Very good knowledge of German

YOUR SALARY

Curious about your salary? Your work at Beiersdorf will be fairly remunerated, both with a voluntary internship and with a compulsory internship you earn 2.025 € per month. For a working student activity, our salary is 19,39€ per hour.