

CARE CHANGES
EVERYTHING.

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE
SWITZERLAND

CHANTECAILLE



INTERN GLOBAL MARKETING LIP CARE - SOCIAL MEDIA FOCUS (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

Your internship will take place at our headquarters in Hamburg, Germany. Right from the start you will have the opportunity to work independently on diverse tasks in an experienced and dedicated international team of specialists. You'll join a fast-changing, dynamic environment, and work closely with external and internal partners. Typical projects you will be assigned to could include:

- Actively monitoring and managing global Labello social media channels (Instagram, TikTok, FB)
- Active content creation and posting (TikToks, Posts, Stories, Reels, etc.)
- Support for global social media strategy
- Supporting global brand managers in managing innovative product launch projects
- Support for global website maintenance
- Steering individual projects in alignment with the brand managers e.g. related to digital campaigns, PR, market research
- Monthly and ad-hoc data analysis on a global level
- Monitoring of trends and competition in the global skin care market and developing recommendations for the brand
- Close cooperation with internal and external departments on both a global and local scale (e.g. Sales, Supply Chain, local affiliates)

YOUR PROFILE

- Enrolled in a university program in business administration, preferably with focus on Marketing (or alike) or in Gap Year
- Enthusiasm for social media – active presence on above mentioned platforms (please feel free to share your profiles with us)
- Creative mind for content creation (IG, TikTok) and an eye for aesthetics & trends
- International mindset and experience abroad
- First work experiences through previous internships, experience in a brand environment or FMCG company would be a bonus

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, 6 Months / Full-Time
Optional start date:	8/14/2024
Country / City:	Germany / Hamburg
Company:	Beiersdorf AG
Job ID:	13627

- Good analytical skills, good MS Office skills, especially Power Point and Excel
- High motivation, very good organizational skills, excellent communication and teamwork skills
- Reliability and high ability to organize yourself
- Must have excellent written and spoken English skills
- Willingness to take responsibility, proactive and can-do attitude

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.