

**CARE CHANGES
EVERYTHING.**

Beiersdorf

HOME OF



Eucerin

Hansaplast

LA PRAIRIE
SWITZERLAND

CHANTECAILLE

WORKING STUDENT ECOMMERCE EUROPE PERFORMANCE MARKETING (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

The working student reports to our Regional Performance Marketing Manager and will work closely with Local Performance Marketing Managers and Regional eCommerce team to support performance marketing excellence across Europe with focus on Amazon.

- Work with local markets and marketing teams to drive execution of user acquisition campaigns that support Beiersdorf's growth initiatives while meeting budget requirements
- Partner with markets, external agency teams, media partners as well as regional digital, brand and eCommerce team to co-work effectively
- Prepare and create performance reports and analysis, define actions on regional level and proactively share them internally
- Summarize regional campaign performance by weekly monitoring and analysis and optimization of campaigns based on the solid KPI framework as well as derive recommendations for action
- Bring insights from the industry and eCom/digital environment and recommendations for internal and external stakeholders
- Collaborate with media agencies, have daily/weekly exchange to drive excellence on performance marketing campaigns and to detect room for improvement areas
- Drive small and diverse projects with complete ownership
- Manage and conduct A/B tests together with media agencies that enhance performance marketing effectiveness and markets to generate better conversion across the funnel

YOUR PROFILE

- Enrolled in bachelor's or master's studies Business Administration, Marketing, Business / Industrial Engineering, or a comparable course of study
- Previous experience in eCommerce department or in Amazon, sophisticated Pureplay Retailer, agency (Digital, eCommerce) or a client-side Performance Marketing role, preferably in a FMCG company

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, 1 Year / Part-Time
Job Start Date: 6/1/2024
Country / City: Germany / Hamburg
Company: Beiersdorf AG
Job ID: 15420

- Strong analytical skills with a data driven mindset and good level of judgement to turn actionable insights into execution
- High level of flexibility and efficiency; pragmatic, detailed oriented and autonomous working style
- Passionate about ecommerce, retail media and digital environment
- Great social / communication skills, ability to work in a team with a proactive attitude
- Very good command of MS Office (specifically PowerPoint and Excel)
- Fluency in English (oral and written)

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.