Groupe Seb USA

Title: Marketing Intern - Cookware

Location: Parsippany, NJ

Job Type: Co-op/Internship

Compensation Type: Hourly

Start Date: 9/6/2017  Close Date: 9/13/2017

Job Description: Support the overall marketing strategy for our Cookware business, specifically:

• Creating marketing plans for new product launches, including assisting with organizing and implementing POP materials, in-store demo programs and retailer trainings
• Lead and execute digital content optimization project
• Conduct competitive analysis for product benchmarking
• Own item setup process
• Communicate frequently with product development team, customer service, logistics and finance ongoing project initiatives
• Provide ongoing sales support by coordinating costing, presentations, and samples for retailer meetings
• Manage product sample inventory
• Maintain and communicate sales documents and product updates
• Support special events by planning, organizing and attendance at the events

Qualifications:

• Studying for Master’s Degree in Marketing, Communications, Business Administration or related field
• Interest and experience in marketing, sales, public relations, communications or product development
• Detail-oriented, well-organized
• Able to prioritize daily tasks and manage multiple projects at once
• Excellent communication skills, both oral and written
• High initiative, strong follow-through skills
• Analytical thinker able to draw business decisions from analyzing data
• Excellent team player
• International interest/background a plus

Application Instructions: Students must apply directly to the company website:

https://groupeseb.taleo.net/careersection/jobdetail.ftl?job=170852&lang=en

About the organization: Tefal, T-Fal, Krups, Rowenta, Moulinex, SUPOR, Arno, All-Clad… These brands are part of the daily life of millions of consumers in more than 150 countries. With 26,000 employees and over €4.7b sales annually, Groupe SEB is the leading worldwide manufacturer of small domestic appliances and cookware thanks to the strength of its brands, its drive for innovation, its international growth, and its vision for the future.