Groupe Seb USA

Title: Marketing Intern - Kitchen Electrics

Location: Parsippany, NJ

Job Type: Co-op/Internship

Compensation Type: Hourly

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

Job Description: The Marketing Intern will support the overall marketing strategy for our Kitchen Electrics business, by assisting the Senior Product Manager in the following areas:

- Support the development of the marketing strategies (product development, launch pack support, channel management) for the Continental Business Unit and in the context of the Kitchen Electrics Key Strategic Initiative in the U.S.
- Facilitate and coordinate communication with SEB Asia and the Kitchen Electrics Strategic Business Unit as it relates to Product Development to ensure alignment on timing and product development priorities and other product development support needs.
- Analyze market and competitive trends in high-priority categories to help assess overall cohesiveness of strategic vision.
- Support in gathering consumer insights which will help in orienting product development and positioning orientation.
- Meet with market on a regular basis to assess business performance and support in coordinating corrective actions or new product development requests.
- Help in preparation of presentations (internal GSUSA or to Business Unit).
- Support to update internal reporting tools.
- New Product Development support.
- Sample testing and competitive sample coordination.
- Assist in assembling product deck and information in preparation of key meetings.

Qualifications:

- Studying for Master’s degree or just completed a Degree in Marketing, Management or Business (or equivalent experience - some product development or marketing experience preferably within Housewares or Small Kitchen Appliances).
- High analytical skills with ability to synthesize and present the information in an impactful manner.
- Ability to communicate effectively within a domestic Marketing team and as part of an international development team.
- Ability to work in a team environment and in a matrix organization.
- Knowledge of Kitchen Electrics products not mandatory, but preferred.
- Knowledge of French and Cantonese/Mandarin is a plus.
- Skill in the use of Power Point and Excel a must.

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

https://groupeseb.taleo.net/careersection/jobdetail.ftl?job=170934&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.