Mercedes Benz, USA

Title: Marketing Intern

Location: Montvale, NJ

Job Type: Fall Co-op/Internship

Compensation Type: Hourly

Start Date: 9/7/2016            Close Date: 5/20/2016

Job Description:
This person will work with the Marketing and AfterSales Marketing Departments in the Northeast Region to analyze the competitive landscape both online and off-line. This includes reputation management, dealer websites, and compliance.

Primary Responsibilities:

- Research and produce a competitive landscape for the Northeast to include online and off-line marketing verticals
- Monitor dealer websites for the following:
  - Reputation Management
  - Updated Service/Parts Specials
  - TouchPoint AMP enrollment in campaigns and co-ops
- Ensure Aftersales Marketing and Pre-owned spends are in line with the Bonus Program

Qualifications:

- Microsoft Word, Excel, and Advanced Powerpoint
- Research and analytical skills
- Strong communication skills
- Organized and detail oriented
- Ability to manage time wisely
- Marketing major required with digital marketing experience preferred

Application Instructions: Please send resumes to abigail.trotz@mbusa.com.