Internship Marketing Strategic Accounts Department

The G-Star RAW Strategic Accounts Department is looking for a highly motivated and enthusiastic intern with a hands-on mentality, who feels at home in a dynamic and fast-moving environment.

The Marketing department of the Strategic accounts is part of the Global Marketing of G-STAR RAW and it drives the Strategic Marketing Plans for the top 5 accounts of G-STAR RAW. These accounts are fast growing and a mix of traditional retail and Digital pure players.

We are looking for an ambitious intern who works in an organized and accurate manner. Someone who thrives in a fast-pace environment, and is eager to take responsibility for his/her tasks and projects. This is an excellent opportunity to learn all about the ins and outs of (digital) marketing at a leading denim brand. You will be based at our Global HQ in Amsterdam.

Tasks & Responsibilities:

- Brand Shop Analytics – reports every two weeks, analysis, data insights
- Build data hub for our digital campaigns data and start looking into trends and improvement opportunities on impressions, CTR and conversion across all campaigns
- Build best practice cases from external and internal initiatives and bring learnings to improve campaigns
- Build KPIs reports and provide clear overview benchmarks
- Support Brand Shop updates every 2 months
- Add on activities linked to project management of key systems - File Maker for timely assets delivery, and etc.

Profile

- Study in Business Administration / ICT studies – Business IT and Management
- Strong Analytical skills, Data visualization
- Digital/tech minded
- interest and experience within Fashion and Retail
  - able to perform under time pressure
  - capable of supporting multiple projects simultaneously
- analytical minded, detail oriented and organised
- autonomous and independent working attitude
- an excellent command of written and spoken English and Dutch, German speaking is a plus

Remarks

The fulltime internship will start as soon as possible. Please note that you are still enrolled in a (Dutch) university or school program and available for min. 6 months.

Apply
Interested? Please apply via http://careers.g-star.com including your resume and motivation.