



A GOOD INTERNSHIP IS NEVER HANDS OFF.

SHARE YOUR PASSION.

We believe in creating an environment where our interns really can learn by doing and where they are given their own areas of responsibility right from the start of their time with us. That's why our experts will treat you as part of the team from day one, encourage you to bring your own ideas to the table – and give you the opportunity to really show what you can do.

Internship for BMW Marketing (f/m/x)

Tasks.

- Support with the execution of marketing activities, mainly CRM and events.
- Reporting and analyzing marketing performance and KPIs.
- Guest management and onsite support during events.
- Preparation of presentations, invoicing, and other administrative support.
- Monitoring competition and preparation of Czech catalogues and price lists.
- Maintenance and testing of the My BMW / MINI App.
- Administration of marketing and demo fleets.

What we offer.

- Multisport card.
- Meal vouchers.
- Employee experience program.
- BMW Group Accident Insurance.
- 25 days of vacation.

Qualifications.

- Education in communication/PR, business administration, economics or marketing.
- Excellent communication skills, proficiency in Czech and English
- Advanced MS Office, Adobe Analytics skills (MS Power BI, SAP as an advantage.
- Drivers licence group B.
- Motivation and dedication, teamwork, coordination skills and attention to detail.

Further Information:

Employment type: Internship / Full Time

Starting date: 01.01.2024

Duration: 12-15 months

Location: BMW Czech Republic, Prague

Are you looking for an exciting challenge? Then join our team. We look forward to receiving your application via the [e-recruiter link](#).



More insights on LinkedIn [@BMW Group](#) and Instagram [@bmwgroupcareers](#).