



JOB DESCRIPTION

MARKETING INTERNSHIP

W MOTORS SAL DUBAI

Job Description: *Marketing Intern*

Department: *W Motors Office*

Reporting to: *Marketing Manager & Top Management*

Place: *Dubai, United Arab Emirates*

MAIN RESPONSIBILITIES

You will act as the brand ambassador representing W Motors Company values and communicating the brand's universe to all parties. Your main objective is to deliver exceptional results utilizing your communication and interpersonal skills.

- Participate in the planning, organisation and implementation of all events and exhibitions held by the company or in which the brand is participating, in close coordination with the Marketing, Creative, Social Media and Management departments.
- Prepare post-events evaluation reports incl. Nb of attendees, feedback, total cost per event.
- Ensure proper execution and implementation of all events from A to Z.
- Ensure coordination with all third party suppliers involved in the planning process of the company's events.
- Create and maintain the list of suppliers related to all Marketing tasks on a dedicated file.
- Manage marketing collaterals inventory and keep it always updated in coordination with the Branding Department.
- Ensure complete press kits preparation in coordination with photography coordinator and Branding department.
- Ensure direct coordination with the showroom personnel for proper events implementation.
- Manage the media database and keep it updated at all times.
- Organise and file the magazines clippings.
- Ensure reply and necessary follow-up to all Marketing related requests received through the website.
- Monitor the direct and indirect competitors and include them in a monthly/quarterly activity report including the latest automotive trends regionally and internationally. This task can be done in coordination with the Social Media Coordinator.
- Draft company newsletter to include company news and milestones and circulate it internally on a monthly basis.



EDUCATION AND KNOW-HOW

- Bachelor degree in Business Administration, any additional degree is OK.
- Previous experience in a similar field is a plus.
- Fluent in English, any other language is a plus.
- Very good written and oral communication skills.
- Very good knowledge of Microsoft Office (Word-Excel-PowerPoint)
- Very good methodology, organization and follow-up skills.
- Prioritization of tasks as required by the business.
- Attention to details.
- Problem identification and solving.
- Ability to work under pressure and meet tight deadlines.

SOFT SKILLS

- Creativity: ability to interact, communicate and present ideas clearly.
- Teamwork: to know how to cooperate, consult and share; team spirit.
- Attitude: to be discrete and trustful with regards to top management matters and company internal information.
- Overall presentation: applicable attire and behavior at all times.
- Knowledge: continuous interest and updated knowledge about the automotive industry in general, automotive trends, the Middle East and GCC scene, direct and indirect competition, luxury trends and lifestyle... is a plus.