

BMW GROUP



ROLLS-ROYCE
MOTOR CARS LTD

A GOOD INTERNSHIP IS NEVER HANDS OFF. SHARE YOUR PASSION.

We believe in creating an environment where our students 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 a 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.

Marketing Internship (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.

Qualifications

- Education in communication, PR, marketing, business administration, economics or comparable.
- 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.

What we offer

- Multisport card.
- Meal vouchers.
- Employee experience programme (car for a weekend).
- BMW Group Accident Insurance.
- 25 days of paid vacation.

Further information:

Employment type: limited, full time.

Contract: limited, 12-15 months.

Start: 02/2025.

Location: BMW Czech Republic s.r.o., Prague.

Are you looking for an exciting challenge? Then join our team. We look forward to receiving your application via E-Recruiter link.



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