

BONGENIE GRIEDER

Trade Marketing Intern - 6 months - 100%

For the past 130 years, the Brunschwig family has ensured that Bongenie Grieder stays at the pinnacle of luxury retailing in Switzerland. This achievement is the product of our rich heritage and diverse workforce, which is key to ensure long-term success of the company, driving innovation and creativity. Our employees are therefore our single biggest investors because we encourage them to bring fresh ideas and challenge the status quo. We challenge each other in everything we do but that ultimately, your ambition and your loyalty will be rewarded.

Report to: Trade Marketing Specialist

Internship: 6-month internship contract

Bongenie Grieder headquarter: Carouge (GE)

Hybrid model: 1 day/week home office

Start date: April 2024 / As soon as possible

Within the Digital & Marketing Department, you will work within the Brand & Marketing division to coordinate trade marketing activations. You will report to the Trade Marketing Specialist.

RESPONSIBILITIES AND TASKS

Campaign Communication

- Communicate with brands on agreed activations
- Collect assets for specific trade marketing campaigns: campaign images, video content and press releases

Campaign coordination with internal teams

- Share and coordinate assets/content brief with internal teams: CRM, E-Com, Social Media, Content and Creative team
- Ensure that images match with Bongenie Grieder buys and fit artistic/technical standards
- Coordinate with Visual Merchandising team for in-store installation (pop-up and window)
- Ensure packshots/product images are available for campaign launch on E-Commerce platform

Reporting

- Analyze retail sales and build pivot tables from Excel Jet reports
- Collect KPIs from digital teams (CRM, E-Com, Social Media)
- Finalize trade marketing report for brands

Administrative tasks

- Send commercial agreement to brand
- Make sure that brands fill in and send back the commercial agreement before campaign launch
- Draft and send invoice to brands
- Follow-up on due payments and coordinate with internal Accounting department for closure

YOUR PROFILE

- You are completing an undergraduate degree in Business Administration, specializing in marketing, digital marketing or communication (EHL, HEC Lausanne, ISG Luxury, IFM Business School, EM Lyon, etc.)
- You have an interest in the fashion and luxury industry
- You are fluent in English (minimum C1) and French, both mandatory

- You are familiar with Microsoft tools (Excel, Power Point) and comfortable with pivot tables and numbers
- You are organized and can work to tight deadlines
- You are autonomous and can work within different teams and different stakeholders

If you match the required profile, please send your application in English to mverdoia@brunschwig.ch

An internship agreement from your school is **mandatory**.
Please confirm your starting date and internship agreement in your application.