9038 11643 Intern in the area of ​​communication and digital marketing, BMW Service & Accessories (f/m/x) Job Reference: 90268  
  
  
With our BMW, MINI, Rolls-Royce and BMW Motorrad brands, we are one of the world's leading premium manufacturers of automobiles and motorcycles and also a provider of premium financial and mobility services.  
  
  
A GOOD INTERNSHIP IS PRACTICAL NEVER THEORETICAL.  
  
SHARE YOUR PASSION.  
  
Success is teamwork. A workflow in which ideas flow can only be created when experts share their specialist knowledge and enthusiasm. That's what we call innovation culture. That's why we not only give students the opportunity to listen, but above all to have a say and think ahead.  
  
  
We, the BMW Group, offer you an exciting and varied internship in the field of communication and digital marketing, BMW service & accessories.  
  
The areas of service and accessories make a significant contribution to long-term customer loyalty and retention. The communication also supports the image of the BMW brand over the entire customer lifecycle and also makes the range of services transparently known.  
  
  
What awaits you?  
  
- You will support our department in creating international communication strategies and customer-centric campaigns for BMW service and accessories.  
- You will support the k\_\_\_ comprehensive implementation with the briefing and the conception of the app and website content.  
- This also includes close cooperation with internal departments, BMW Group subsidiaries and external agencies.  
- With regard to result control, you support the preparation of analyzes and performance measurement.  
- The internship offers you the opportunity to gain insight into various areas of responsibility and to supervise smaller projects independently.  
  
  
what do you bring  
  
- Studies in economics, communication sciences or a comparable course with a focus on marketing.  
- Second half of the bachelor's degree or master's degree.  
- First practical experience in the areas of marketing, digital communication or CRM.  
- Fluent in German and good English skills.  
- Confident use of MS Office.  
- Enthusiasm for international communication topics.  
- Personal initiative and the joy of working independently.  
  
  
What do we offer you?  
  
- Comprehensive mentoring & onboarding.  
- Personal & professional development.  
- Work-life balance & flexible working hours.  
- Attractive remuneration.  
- Perks & employee discounts.  
- Apartments (at the Munich location).  
- And much more see jobs/what we offer.  
  
  
Do you enjoy learning new things and actively supporting our department? Apply now!  
  
  
At the BMW Group, we see diversity and inclusion in all its dimensions as a strength for our teams. Equal opportunities are of particular concern to us, and the equal treatment of applicants and employees is a fundamental principle of our corporate policy. Therefore, our recruiting decisions are also based on their personality, experience and skills.  
  
More about diversity at the BMW Group at bmwgroup.jobs/diversity.  
  
  
Start date: from 03.04.2023  
  
Duration: 6 months  
  
Working time: full time  
  
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Contact:  
BMW Group recruiting team  
+49 89 382-17001  
  
  
Please only apply online via our career portal. Applications via other channels (esp. e-mails) cannot be considered.  
  
  
2 Business economist (university) With its BMW, MINI, Rolls-Royce and BMW Motorrad brands, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and a provider of premium financial and mobility services. The company employs around 125,000 people worldwide.  
With 31 production and assembly sites in 15 countries and a global sales network, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and a provider of premium financial and mobility services. 2023-03-07 16:09:04.451000