**Philips Consumer Lifestyle**

**Internship description – BG Coffee – Beverage Appliances category – Strategic Marketing / Product Management**

**Starting date: between October 2013 and January 2014, for 6 months or more**

**Your challenge**

Are you the enthusiastic and talented intern we’re looking for?

Doing an internship with Philips Coffee means being part of our global consumer marketing team from day 1. You will have lots of responsibilities by managing projects on your own. It will give you the opportunity to learn from and work with inspiring and ambitious people in different disciplines. You’ll get a good flavor of the upstream marketing world within THE company delivering meaningful innovations to consumers every day

**Your responsibilities**

You will be a member of the coffee consumer marketing team and participates in activities in the product development of SENSEO® and drip filter appliances. You will report to the Senior Consumer Marketing Manager.

You will assist in re-structuring the existing product portfolios, launching line extensions to the biggest coffee markets and managing geographical product roll-outs in new coffee countries. In addition you drive improvement projects on the Philips coffeemaker portfolio web content.

**Your team**

* Philips Beverage Appliances is a category in the Consumer Lifestyle Sector of Philips that develops and markets Drip Filter and SENSEO® coffee makers for the global market, just like this one <http://www.youtube.com/watch?v=7qu28mEOiV0>.
* You will be part of the Beverage Appliance team with all the Consumer Marketing Managers. This Consumer Marketing Management team drives activities related to the definition, development and introduction of products within the Philips coffee maker portfolio. Basically, they drive the strategy of the long coffee business
* The internship is located at the divisional headquarters in Amsterdam and cooperates daily with different divisions such as Design or R&D teams and country sales organizations

**Our offer**

We will offer you a diverse internship with key responsibilities for 6 to 9 months (preferably non-thesis but can be discussed). It will be a unique opportunity to work on product proposition developments and geographic expansion within Philips Coffee and to add sustainable value to the core of our business

* It can be discussed to make this internship suitable for your thesis. You can influence the topic of this thesis, as long as it is linked to the Philips coffee appliance development
* Duration: 6 Months or more. You need to be available for at least 6 months.
* Preferred start date: Between October 2012 and January 2013.

**Internship conditions:**

1. Students on work placement or final-year study assignment are paid a work placement or final-year study assignment allowance.
2. A student on a work placement or final-year study assignment is paid an allowance towards rented accommodation, depending on his/her situation. This will be determined setting up the Intern Contract.
3. A student on work placement or final-year study assignment who can prove that he/she is not entitled to a student card for public transport (OV-studentenkaart) is paid an allowance to cover the cost of travel between home and the place of work in accordance with the Conditions of Employment Guideline.
4. The student is entitled to paid leave on the basis of 1 day per month.
5. Opportunity to buy Philips products with tax benefit (Philips Employee Shop)

**Your Profile**

Currently studying towards your **Bachelor/Master WO (Bsc./Msc.)** with next qualification(s):

* Marketing
* Business Administration
* Economics
* Need to have an entrepreneurial attitude, taking ownership to drive projects
* Combine a strong market- and consumer drive with product and industrial affinity and creativity
* Are an excellent communicator, with keenness to convince others and capacity to build strong relationships
* Because of the multi-disciplinary teams, you need to have a broad interest in various fields of activities (from understanding technically how a product works to developing communication materials for consumers)
* Having good planning and organization skills, capable of running multiple projects in parallel
* Able to balance strategic thinking with a “hands on” and pragmatic approach.
* Have a strong business / commercial sense to grasp the bigger context of all marketing activities
* Have a growth potential and the ambition to play on world-class level.
* Fluent in English; Dutch, German, French are a plus

**Contact**

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**Notes**

Required documents in order for us to continue with your application:

* Student registration form (Proof of enrollment at your current education)
* Resume
* Cover Letter outlining your motivation and informing your availability

Please note that in order to be considered for an internship, it should be **compulsory** **(for students outside EU/EER)** by your education and **you need to be registered as a student during the entire internship period**. Formal documentation of which may be requested at any time.

Please note that the contents of our regular internship assignments are not suitable for professionals (and/or MBA students) with professional work experience.