



Consumer & Market Knowledge - Internships in Germany - (m/f)

Do you want to influence business strategy by representing the voice of the consumer? If so, then a role as an intern in the Consumer and Market Knowledge (CMK) organization is for you!

CMK's role is to create a competitive advantage for Procter & Gamble through superior consumer and market understanding. We directly influence strategy, innovation, advertising, pricing, media/trade investments, market execution... and much more! We bring consumers to the center of Procter & Gamble's business decision-making. Consumer understanding is known as P&G powerhouse, unparalleled in the industry!

As a CMK Intern and a leader of consumer understanding, you'll shape the direction of our business

- You will interact with management and work with autonomy on projects, with continuous coaching of a CMK manager.
- You will be an integral part of a multi-functional business team, working with Brand, R&D, Design, CBD (Sales) and Finance partners.
- You will lead learning plans to address business needs and objectives, answering questions such as: *What should our brands stand for? Who are our target consumers? What is the right assortment, promotional strategy and media/trade investment? How do we best reach consumers & win with retailers?*
- You will lead and drive business recommendations based on consumer insights and research findings

As of day one, you will have real work experience with dedicated projects for you to lead inside P&G. You will also be given coaching and training to ensure you are equipped to succeed. At the end of your internship you will have developed skills such as leadership, analytical thinking, project management and collaboration/interpersonal skills. You will also have good understanding of how a multinational company like P&G operates. And finally, a successful internship may lead to a full time position upon completion of studies.

Please visit <http://www.youtube.com/watch?v=D5VzmM1LF0M> to know more about CMK.

Qualifications

We are looking for

- Active students in the last 2 years of studies with extracurricular activities, good English and German, analytical skills and team orientation, willingness and ability to deliver breakthrough results.
- Strong leaders who can envision new "ways to win", set direction and enroll others.
- A statistical qualification is not required, but comfort with data analysis is essential.

Enjoy working with a variety of data sources.

- A minimum availability of 3 months.
- Creativity, innovation, initiative, follow-through, communication, and priority-setting.

Further information you need to know for your application

<https://pg.taleo.net/careersection/10000/jobdetail.ftl?job=CMK00001019>