Kentucky Fried Chicken (Ltd.) German Branch

Job-Titel:
Student Innovation & Media (w/m/d)

Job-Beschreibung
KFC belongs next to Taco Bell and Pizza Hut to Yum! with more than 48,000 restaurants in over 145 countries. The German BMU (Germany, Austria, Denmark & Switzerland) is a 190+ unit market in 4 countries growing at ca. 20+ restaurants per annum. Given the franchise nature of the business, KFC offers the entrepreneurial dynamism of a start-up, combined with the commercial strengths of a well-established business. You are involved in our promotion planning and work on exciting projects in the context of Innovation and Media Management for the German market.

In cooperation with our Marketing Manager:

- You are involved in strategic and operational projects
- You provide benchmark analysis
- You support on product innovation offers’ definition and implementation
- You are also involved in the implementation of media campaigns
- You cooperate interdisciplinary (internal and external)
- You are responsible for your own projects

Anforderungsprofil

- You are continuously enrolled in a marketing course of studies - Business School or University – preference for Master Degrees
- You have already gained first practical experience in marketing
- You have a sensitivity for our customers and products
- You have a high momentum, good communication skills and are reliable as well as a talent for organisation
- You are fluent in German and speak English at a high level
- You would like to do a full-time internship with us or work with us for at least 16 hours a week

Kontakt

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Art der Beschäftigung: Werkstudent(in)
Vergütung: Nach Vereinbarung
Zeitraum der Beschäftigung: nach Vereinbarung

Firmenname: Kentucky Fried Chicken (Ltd.) German Branch
Ansprechpartner: Frau Katja Grotepäß
Jetzt bewerben: karriere@kfc.de

Link zu dieser Stellenanzeige: https://www.stellenwerk-dortmund.de/jobboerse/studentenjobs-student-innovation-media-wmd-ratingen-200904-397295

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