

DAIMLER

Internship in Customer Service Marketing starting September/October 2021

for Mercedes-Benz AG

Contact

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Job-ad-number

MER00018T1

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Field of activity

Others

Department

**Product and Assortment
Management Parts**

Tasks

Are you eager to proactively move forward our Mercedes-Benz GenuineParts Business with **data-driven** approaches? Are you a teamplayer and you love to work creatively with large datasets? You seem to be a perfect match to support our product management team with your motivation, your ambition, knowledge and enthusiasm for new topics during your internship.

In our business area we are responsible – together with our partners – for the global steering and marketing activities in all business segments of customer service. Our department is working on essential levels around Mercedes-Benz GenuineParts. In addition to the parts product management the department also comprises parts pricing and our parts trading business including the corresponding digital customer platforms.

You will be working in the **product management team for Mercedes-Benz GenuineParts, Maintenance and Wear & Tear and Assortment Steering for Passenger Cars** in Stuttgart-Vaihingen. Together with our relevant partners we ensure an attractive Mercedes-Benz parts portfolio which is available at any time and all over the world at attractive prices with the main target to inspire our customers. A target-specific marketing is essential to it.

Also in our job, data-driven decisions become more important than ever. How can we align even better our product, price, logistics and communication decisions with data in order to exceed our customers' expectations and to ensure the success of customer service business?

Your tasks in detail:

- Analysing large datasets and developing a model with the target to predict even better the customer demand of our Mercedes-Benz GenuineParts

- Supporting the targeted use of the marketing levers product and price in our business channels by determining market potentials with data
- Developing further a data-based, customer-specific marketing of our Mercedes-Benz GenuineParts in the relevant business channels together with our partners
- Supporting the development of a standardized monitoring process with the target to increase profitability of the whole Mercedes-Benz GenuineParts assortment - Executing data base analysis and researches
- Operational support of the team in all product management topics (e.g. competitor and market research, preparation of performance reports, creating management presentations)

Please note that your internship at this location must be mandatory.

Qualifications

- Studies in Business Informatics, Business Engineering, Business Economics with focus on data science or similar studies
- Strong knowledge of MS Office (especially Excel and PowerPoint, Database knowledge, SQL programming skills preferable)
- Business fluent in English and German preferable
- Analytical understanding of complex contexts and dependencies
- Safe handling of large datasets, strong affinity in numbers, profound knowledge in strategic marketing incl. usage of marketing instruments is a plus
- Self-initiative, reliability and independent working mode
- Communication skills and team spirit

It doesn't work completely without formalities. When sending your online application, please attach your CV, certificate of enrollment, current performance record, relevant certificates, if applicable proof of mandatory internship and the standard period of study (max. 5 MB).

Please find the criteria of employment [here](#).

Citizens of countries outside the European Trade Union please send, if applicable, your residence / work permit.













We particularly welcome online applications from candidates with disabilities or similar impairments in direct response to this job advertisement. If you have any questions, you can contact the local disability officer once you have submitted your application form, who will gladly assist you in the onward application process: sbv-zentrale@daimler.com

Please understand that we no longer accept paper applications and that there is no right to get your documents returned.

If you have any questions regarding the application process, please contact HR Services by e-mail at hrrservices@daimler.com. or the [chatbot](#) on our career page via the plus symbol.

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