


## **Samsung Electronics Switzerland GmbH**

# Internship Consumer & Market Insights

 **Veröffentlicht:** 03 April 2024

 **Pensum:** 100%

 **Vertrag:** Festanstellung

 **Arbeitsort:** Zürich

## Internship Consumer & Market Insights

### Position Summary

Samsung Electronics is a global technology leader, opening new opportunities for people around the world. The foundation of our success is our people, whose talent, creativity, and passion stand out. We strive for excellence and are looking for top talent to join us on this journey.

Customer & Market Insights (CMI) is a crucial part of our Marketing organization with the responsibility of supporting local stakeholders from all teams by providing actionable insights. Our vision is to inspire and support local stakeholders in their decision-making by identifying market opportunities and providing a clear understanding of how to win in the marketplace. We do this by adopting a customer-centric approach that seeks to understand our customers' needs, and by enabling our internal stakeholders to see the world through consumers' eyes.

We are looking for an Intern Consumer & Market Insights (100%) for a fixed-term position. In the frame of a one-year internship scheduled to start in Summer 2024, you will be able to put theory into practice.

Are you passionate about consumer behavior and marketing insights? Do you thrive in an international and dynamic environment? If so, do not hesitate to send your application! We look forward to receiving your informative CV and complete documents (references and diplomas).

### Role and Responsibilities

## Your tasks, you...

- develop and implement state-of-the-art ad-hoc research designs for the latest tech innovations across all our product categories
- work with local & global research agencies from start to finish (from vendor selection to project management to invoicing)
- dive into the mechanisms of continuous brand tracking and brand management of one of the world's largest tech brands
- support in the measurement and evaluation of high-profile advertising campaigns on a national scale, such as our current Galaxy S24 flagship campaign
- support in analyzing primary and secondary data from various internal & external sources
- independently manage tools for data generation and retrieval
- translate research results into insights and business recommendations, informing Samsung's Marketing strategy and Go To Market plans
- connect on a weekly basis with CMI colleagues from across Europe to co-author multi-country research projects and leverage synergies for Samsung Switzerland
- plan and carry out projects independently, depending on the level of knowledge and development within the role

## Skills and Qualifications

### Your profile, you...

- have a Bachelor's or Master's degree in Marketing, Business Administration, Psychology, Social Sciences, or a similar background
- ideally have first experience in market research, marketing, and/or data analysis
- good knowledge of MS Office (esp. Excel and PowerPoint)
- have basic knowledge of survey scripting tools or any data retrieval/analysis/visualization tools (nice to have)
- have excellent written and spoken German and English skills
- have a great passion for data (qual and quant) and inexhaustible curiosity to find stories and conclusions within vast amounts of data
- have strong problem-solving skills, analytical approach to business challenges and strategic thinking
- bring a can-do and hands-on attitude, proactively proposing workarounds and alternative approaches when facing challenges

In our pursuit of excellence, Samsung is continuously looking for dynamic individuals. Become a part of Samsung and let your potential soar. We are offering a dynamic and international working environment with many opportunities for career development.

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## Kontakt

### **SAMSUNG ELECTRONICS Switzerland GmbH**

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