

Position Title: Marketing Intern

Function: Marketing

Travel Required: No

Job Description Summary:

Job Title: Marketing Intern

Location: Sofia, Bulgaria

As a business, The Coca-Cola Company is constantly evolving – we develop new products, acquire great brands and pioneer new ways of doing things. We sell four of the world's top five non-alcoholic sparkling drinks and 3,600+ products in over 200 countries, including water, juices, energy drinks, and even tea and coffee. Working here is more than working for the global beverage leader, it's an opportunity to be a part of something that can positively impact the world. We're accelerating our momentum to become a Total Beverage Company by putting people at the heart of our business and everything we do – innovating to give people the drinks and package sizes they want, building our eCommerce capabilities, working towards our vision of a World Without Waste, and more.

What You'll Do for Us:

- Support the team on cross-functional initiatives, work assignments and tasks that align to brand priorities, with focus on Still Drinks portfolio (Cappy, Fuzetea, Bankia, Aquarius)
- Track brand and project performance through data analysis by converting KPI's and findings into specific insights that add value to the business
- Support the management of program budgets and timelines to drive flawless execution of the plan, hitting all system milestones on time and within budget
- Prepare reports / presentations as needed (e.g. monthly performance reports)
- Eagerness to drive change and explore consumer needs
- Monitor & track performance of new digital tools

Qualifications & Requirements:

- Minimum 3-rd year in the University, in any of the following majors: Marketing, Communication, Advertising, Business Management, Business Administration
- Great written, verbal and interpersonal communication skills in English, as well as presentation skills/storytelling
- Ability to effectively collaborate with cross-functional teams and key stakeholders Ability to coordinate tasks, manage details and share information (budgets, resources, metrics, timeline management, etc.)
- Passion for the brand and the work of the brand marketing
- Understanding of key marketing concepts and business analytics

- Problem-solving skills and ability to work under pressure and meet tight deadlines
- Digital skills and mindset to help the brand evolve to new IMX more consumer focused

What We Can Do for You:

- Iconic & Innovative Brands: Our portfolio represents over 250 products with some of the most popular brands in the world and we're always expanding
- Expansive & Diverse Customers: We focus on diversified and large range of customers each day
- Critical experiences: We work as a global network with a wide range of cross-functional partners to step-change the way we refresh the world and make an impact every day
- Growth Culture: learning organization with a bias for action, fully empowering curious individuals to leverage our global network and a wealth of human insights to deliver amazing results.

Job Details:

Time Type: Full time Job

Duration of the assignment: 9 months from 03.10.2022

Compensation: Paid assignment

Regular Supervisory Organization: Coca-Cola Bulgaria EOOD

Hiring Managers: Svetlana Dimitrova (svdimitrova@coca-cola.com), Anna Maria Svilenova (asvilenova@coca-cola.com)