



BOSCH

Internship in Bosch Diesel Lobbying and Workshop Concept - Marketing

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Description:

Bosch Diesel Lobbying

Statistical analysis:

- Coordination of feedback forms and reports from all project partners
- Monthly reporting to all project participants and participating governmental agencies.

Project management support:

- Support project manager in creating documents for strategic decision making.
- Organization and coordination of regular project meetings incl. invitation and follow up of the participation
- Active participation in project meetings
- Follow up of open points of discussion

Diesel Lobbying support:

- Internet research for Diesel related topics
- Support on press work
- Support on market research, trend and competitor analysis
- Support on communication strategies and communication planning
- Support on planning of regional events
- Support on press event and conference materials

SWS – Workshop Concept

Quality:

- Extract relevant information from BSQM (Bosch Service Quality Management)
- Create or revamp of the actual tool in order to produce appropriate reports (including graphs)
- Follow up SQA (Service Quality Audits) and SQT (Service Quality Technical) numbers, QKF (Quality Key Figures) scores (from both SQA and SQT)
- Report main open measures per countries

Value added service (VAS):

- Optimize actual folders structure into BGN (Bosch Global Network)
- Update regularly to the countries about the new content made available
- Follow up the countries VAS plan
- Collect best practices from Asia Pacific and worldwide

Required Skills:

- specification in Marketing
- verbal and written skills in German and English
- Computer skills and knowledge of Microsoft Office

Period: 6 months (starts at the end of September) / 40 hours per week

Payment: 750 SGD (Singapore Dollar) per month

Please send your application and CV in English via email to:

Fixed-Term.susan.kessler@sg.bosch.com

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