

ZODIAC AEROSPACE



Internship, Graduation, Career

The company

Zodiac aerospace is a global leader in aircraft equipment and embedded systems offering solutions for Commercial, Regional and Business Aircrafts and Helicopters. Located in more than 18 countries worldwide, the group count up 35.000 employees spread on a hundred sites.



Zodiac Galleys Europe (ZGEU) is the Zodiac Business Unit specialized on the Airbus A320 family galleys and stowages, as well as on the Airbus A330 crew resting facilities, providing highly competitive cabin interiors solutions to its customers. ZGEU is present in the Netherlands, in Czech Republic and in Tunisia.

You will be located in our Alkmaar offices, in the Netherlands, working with the Marketing and Communication support function of ZGEU.

The aerospace industry is a highly competitive and continuously changing environment; therefore, marketing has a key role for the company to be proactive towards its customers' needs, such as airlines and aircraft manufacturers.

In this context, the Marketing and Communication activities within ZGEU are undergoing rapid and recent development, so you will have the opportunity to bring your contribution to the definition and structure of a future marketing department.

We are looking for motivated students, eager to make a difference in a challenging environment and determined to learn and grow their skills and knowledge.

Profile 1 – Operational marketing assistant

Description of the job:

- Operational marketing assistant (internship), working for the Marketing and Communication support function in ZGEU
- Mission : 6 months, starting January 2018 (or later)

Tasks and main responsibilities:

As operational marketing assistant, you will be in charge of the operational marketing activities, such as:

- Creation and execution of an external marketing and communication plan
 - Marketing and communication plan for 2 products lines
 - Creation of marketing and sales materials
 - Creation of content for the website, redaction of press and newsletter articles
 - *The list is not exhaustive*
- Creation and execution of an internal communication plan for marketing
 - Internal communication strategy to promote and support marketing activities within the organization
 - Creation of content (newsletter articles, intranet content ...)
 - Creation of tool kit to explain marketing (visual, definition kit : playful approach)

Skills and quality required:

- Student in business and marketing at least in its third year of bachelor/ licence degree (HBO, universities, business school ...)
- Fluent in English (French is a plus)
- Proficient in the use of usual IT tools (Office pack), design skills are a plus
- Good writing skills

Autonomous and proactive, you are able to work in an international environment. You are rigorous and well-organized and you are well aware of marketing and communication principles. You are looking for a challenging internship, where you will have the opportunity to take responsibilities and suggest your ideas.

Affinity with the aerospace environment is a plus.

This assignment can be tailored for a graduation student, with a greater focus on strategic marketing. We are open to discuss with students their ideas and suggestions for a graduation assignment based on the above described profile. Feel free to apply!

Profile 2 – Marketing analyst

Description of the job:

- Marketing analyst (internship), working for the Marketing and Communication support function in ZGEU
- Mission : 6 months, starting January 2018 (or later)

Tasks and main responsibilities:

As marketing analyst, you will contribute to strategic marketing activities by performing a market analysis on ZGEU key businesses, including:

- Market trends study
- Competition analysis
- Customer feedback and satisfaction study on ZGEU products
- Customer needs assessments on ZGEU targeted markets, including user insights
- Market segmentation (update and improvement of the existing segmentation)

You will as well support the Marketing function by ensuring efficient use of your analysis with:

- Support business opportunities identification, based on the results of your market report
- Creation of a market map summarizing the market report to support workshops and strategy meeting
- Support process/structure definition for knowledge management (marketing library)

Skills and quality required:

- Student in business and marketing at least in its third year of bachelor/ licence degree (HBO, universities, business school ...)
- Fluent in English (French is a plus)
- Proficient in the use of usual IT tools (Office pack), advanced skills in excel is a plus
- Analytical mind

Autonomous and proactive, you are able to work in an international environment. You are rigorous and well-organized and you are well aware of marketing and business intelligence principles. You are looking for a challenging internship, where you will have the opportunity to take responsibilities and suggest your ideas.

Affinity with the aerospace environment is a big plus.

This assignment can be tailored for a graduation student, with a greater focus on strategic marketing. We are open to discuss with students their ideas and suggestions for a graduation assignment based on the above described profile. Feel free to apply!