

Careers

Job Description

Internship: Search Engine Marketing (SEM)



Your challenge

Are you the enthusiastic, talented intern we're looking for?

Do you have a passion for Digital Marketing?

You will have the chance to contribute to Philips' Global Search Engine Marketing (SEM) performance by tracking campaign performance, creating high quality documents and contribute to projects that will have high visibility within the organization. You will have the opportunity to work in a truly international environment and understand how a matrix organization works by interfacing with 5 Business Groups and 25+ countries.

Your assignment

You will report directly to the Global Search Manager and support in the following areas:

- Reporting and analysis on paid search (SEA) performance.
- Reporting and analysis on organic search (SEO) performance.
- Define and implement opportunities for improvement together with our SEM agencies.
- Help in educating internal stakeholders on SEM.
- Create an intranet site for SEM.

Your team

The Search Engine Marketing team is part of the [Philips Consumer Lifestyle](#) Marketing group, and covers Consumer Lifestyle product presence on search engines such as Google. The team oversees the following areas: SEA activation and optimization, SEO optimization, SEM reporting and analytics.

We currently oversee 25+ countries in their SEM activities, for all 5 Philips CL Business Groups.

We are based in Amsterdam (the IJ-Tower in the city centre).

Our offer

Overall, a full-time commitment is expected. You will also interact with other functions such as the Analytics team, Country Organizations, as well as teams outside Philips such as SEA agencies and Google.

This is an excellent opportunity for learning about an online business from various angles.

- It can be discussed to make this assignment suitable to do your graduation/thesis
- Duration: 5-6 months.

- We prefer students able to start as soon as possible but not later than February 2013.

Internship conditions:

1. Students on work placement or final-year study assignment are paid a work placement or final-year study assignment allowance.
2. A student on a work placement or final-year study assignment is paid an allowance towards rented accommodation, depending on his/her situation. This will be determined setting up the Intern Contract.
3. A student on work placement or final-year study assignment who can prove that he/she is not entitled to a student card for public transport (OV-studentenkaart) is paid an allowance to cover the cost of travel between home and the place of work in accordance with the Conditions of Employment Guideline.
4. The student is entitled to paid leave on the basis of 1 day per month.
5. Opportunity to buy Philips products with tax benefit (Philips MyShop)

Your Profile

To be successful in this internship we are looking for you:

- Currently studying towards your **Bachelor HBO (BBA) or Bachelor of Science/Master of Science WO (Bsc./Msc.)** with next qualification(s):
 - o Advertising
 - o Business Administration
 - o Business Economics
 - o Business Informatics
 - o Marketing
- Are fluent in oral and written English, another language a plus
- Are familiar with Internet technologies, PowerPoint and Excel.
- Ideally already some experience with E-commerce, Digital marketing or Google AdWords.
- Are analytical, detailed and creative.
- Pro-active self starter, can-do mentality.
- Have some previous internship experience (preferred)

If you recognize yourself in this profile and would like to take this challenge, we invite you to apply latest 28-11-2012!

Notes

Required documents:

- Student registration form (from your current education)
- Resume
- Cover Letter outlining your motivation and informing your availability

Please note that in order to be applicable for an internship, it should be compulsory (**for students outside EU/EER**) by your education and **you need to be registered as a student during the entire internship period**, formal documentation of which may be requested at any time.

Please note that the content of our regular internship assignments are not suitable for MBA students with professional work experience.

For questions regarding the procedure of this Internship please contact:

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Job Marketing Management
Primary Location Netherlands-North Holland-Amsterdam
Organization Brand & Marketing-10012919
Schedule Full-time
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