

## SAP iXp Intern - Marketing Support

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Company: SAP

Location: Bogotá

Category: business-and-financial-operations

What you'll do

Position Title: SAP iXp Intern – Marketing Support

Location: Bogota, Collmbia - Carrera 9 # 116 - 06

Type of job: Internship

Expected start date: June - July 2024

Duration: Preferably 12 months

### **About the Role:**

The Intern will have a significant understanding of operational marketing functions, the complete campaign cycle, from planning to execution to reporting results and impact in the business. Look beyond return on investment of own activities and work across the entire marketing organization to assure optimal return on marketing investment for SAP and a world-class customer experience. Key activities include the following:

Campaign creation and maintenance in CRM and corresponding forms & procedures

Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)

Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)

Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies

Review content and all SAP Channels communications with focus in site and follow up activities

Budget control support: creation of shopping carts, PO follow-up, pending invoices tracking and forecasting

Reporting using SAP systems such as CRM and SRM and DAM

Additional reporting with Excel

Keep updated information in the systems

Asset Development and Management – In line with defined programs and campaigns, manage the coordination, development, and dissemination of assets such as videos, blogs, infographics, websites, white papers, etc., on time and on budget.

Agency Management – In line with respective purchasing policies and management decisions, manage projects in conjunction with marketing agencies. This includes the set-up of purchase orders/shopping carts, as well as the coordination of respective project budgets.

Customer Service and Relationship Management – In line with the marketing vision, maintain a high level of customer focus in order to contribute towards creating a valuable customer experience. This includes servicing inquiries, resolving problems, responding to direct customer requests (especially in local markets or for events), and more.

Identify specific areas of opportunity across the business for enhancing the customer experience and create strategies to address any deficiencies.

**Who you are:**

We're looking for someone who takes initiative, perseveres, and stay curious. You like to work on meaningful innovative projects and are energized by lifelong learning. Also:

Must be a university student.

Preferably have an emphasis in one of the following careers studies: Marketing, Business Administration, engineer or related

Advanced oral and written skills in English

Solid computer skills, including MS Office Specially Excel, marketing software (Adobe Creative Suite & CRM) and applications (Web analytics, Google Adwords)

Knowledge of HTML, CSS and web development tools (e.g. Dreamweaver) desired

The initiative to work independently in a self-directed environment

A passion to establish and maintain positive relationships with colleagues, stakeholders and partners.

Ability to collaborate and work across virtual teams to achieve combined goals.

Strong business-orientation, process design and analytical skills combined with a focus on execution and results

Strong organizational skills

Accountability for achieving both individual and shared team goals

Excellent communication and presentation skills, ability to communicate effectively with peers and management

Creative problem-solving abilities

Creativity, enthusiasm and a desire for continuous improvement

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#### **Cross References and Citations:**

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3. [SAP iXp Intern - Marketing Support Abudhabijobsearch Jobs Bogotá Abudhabijobsearch ↗](#)
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