

Colombia Jobs Expertini®

SAP iXp Intern - Marketing Support

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Company: SAP

Location: Bogotá

Category: business-and-financial-operations

We help the world run better

Our company culture is focused on helping our employees enable innovation by building breakthroughs together. How? We focus every day on building the foundation for tomorrow and creating a workplace that embraces differences, values flexibility, and is aligned to our purpose-driven and future-focused work. We offer a highly collaborative, caring team environment with a strong focus on learning and development, recognition for your individual contributions, and a variety of benefit options for you to choose from. Apply now!

About the SAP Internship Experience Program

The SAP Internship Experience Program is SAP's global, strategic, paid internship program that provides university students with opportunities to find purpose in their careers.

Three reasons to intern at SAP

- 1 . **Culture of collaboration** meet with mentors, make new friends across the globe and create a thriving personal network.
- 2 . **Project-driven experience:** gain cross-functional skills from our virtual and in-person learning sessions, diverse subject matter experts, and project deliverables.
- 3 . **Gain visibility** with SAP Internship Experience Program in your title, you'll have a global network of SAP leaders, entrepreneurs and career development opportunities at your

fingertips.

About the team

This Marketing Customer Engagement Intern will be part of the LAC Marketing, based in Bogota. Whose main responsibility would be the support in marketing campaigns and events execution, from formats and translations process to launch and follow up activities. This support should allow Customer Engagement to focus on strategic engagement core activities.

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

We build breakthroughs together

SAP innovations help more than 400,000 customers worldwide work together more efficiently and use business insight more effectively. Originally known for leadership in enterprise resource planning (ERP) software, SAP has evolved to become a market leader in end-to-end business application software and related services for database, analytics, intelligent technologies, and experience management. As a cloud company with 200 million

users and more than 100,000 employees worldwide, we are purpose-driven and future-focused, with a highly collaborative team ethic and commitment to personal development. Whether connecting global industries, people, or platforms, we help ensure every challenge gets the solution it deserves. At SAP, we build breakthroughs, together.

We win with inclusion

SAP's culture of inclusion, focus on health and well-being, and flexible working models help ensure that everyone – regardless of background – feels included and can run at their best. At SAP, we believe we are made stronger by the unique capabilities and qualities that each person brings to our company, and we invest in our employees to inspire confidence and help everyone realize their full potential. We ultimately believe in unleashing all talent and creating a better and more equitable world.

SAP is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to the values of Equal Employment Opportunity and provide accessibility accommodations to applicants with physical and/or mental disabilities. If you are interested in applying for employment with SAP and are in need of accommodation or special assistance to navigate our website or to complete your application, please send an e-mail with your request to Recruiting Operations Team: Careers@sap.com

For SAP employees: Only permanent roles are eligible for the SAP Employee Referral Program, according to the eligibility rules set in the . Specific conditions may apply for roles in Vocational Training.

EOE AA M/F/Vet/Disability:

Qualified applicants will receive consideration for employment without regard to their age, race, religion, national origin, ethnicity, age, gender (including pregnancy, childbirth, et al), sexual orientation, gender identity or expression, protected veteran status, or disability.

Successful candidates might be required to undergo a background verification with an external vendor.

Requisition ID: 391272 | Work Area: Marketing | Expected Travel: 0 - 10% | Career Status: Student | Employment Type: Intern | Additional Locations:#LI-Hybrid.

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