



## Marketing Intern, Austria, 6 months

**Location:** Munich, Germany

**Start:** January 1, 2016 (earlier starting date tbd)

### **Purpose:**

The Marketing Intern will be supporting the Under Armour Austria Marketing team. Responsibilities split in three categories: own, support and admin (details see below). Focus lies on Event and Sports Marketing.

### **Under Armour:**

**UA Brand Mission:** To make all athletes better through passion, design and the relentless pursuit of innovation.

**UA Brand Values:** Build a Great Product; Tell a Great Story; Build a Great Team; Deliver Great Service.

**UA International Strategy:** Build a strong global brand & brand equity; Improve profitability and organizational efficiency; Accelerate annual growth; Embed a performance culture.

**Essential Duties and Responsibilities** include but are not limited to the following:

- Support the team re cooperation with the Austria Ski Team and other Austrian sports marketing assets (SUPPORT)
- Lead the 2016 Austria Ski Team outfitting project in close collaboration with the local agency (OWN)
- Support the product-seeding project in defining athletes, needed products and quantities (SUPPORT)
- Support the Brand Activation Manager in writing marketing plans and strategy presentations (SUPPORT)
- Support the SS 16 Sell-Out campaign implementation (SUPPORT)
- Plan and execute events, incl. agency management (OWN)
- Manage all product related topics within Marketing and Sales department (ADMIN)
- Collect proof of Austrian marketing/sales activities and create reports (OWN)
- Prepare team, agency, media meetings, incl. meeting minutes and presentations. (ADMIN)
- Function as go-to-person for any creative asset and partner (accounts/contractor/agency) request (ADMIN)

### **Qualification:**

Bachelor degree, ideally complemented with a Master degree or in finalization phase of studies.

**Skills and Knowledge** include but are not limited to the following:

- (Internship) experience in consumer focused marketing; ideally in the sports industry.
- Excellent language and communication skills in German and English, both oral and written.
- Passionate and highly self motivated personality with a 'get things done' mentality
- Proven experience in dealing with marketing agencies and freelancers
- Proven experience in project management
- Excellent Microsoft Office knowledge, especially PowerPoint and Excel.
- Being a sports enthusiast is a given!
- Travel time (Germany/Austria): approx. 5-10% (events related)

Please send your application to Alisa Soier ([asoier@underarmour.com](mailto:asoier@underarmour.com)).