

ROLE: Marketing Internship

ORGANISATION: Ralph Lauren

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in five categories: apparel, accessories, home, fragrances, and hospitality. For more than 50 years, Ralph Lauren's reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company's brand names constitute one of the world's most widely recognized families of consumer brands. At Ralph Lauren, we unite and inspire the communities within our company as well as those in which we serve by amplifying voices and perspectives to create a culture of belonging, ensuring inclusion, and fairness for all. We foster a culture of inclusion through: Talent, Education & Communication, Employee Groups and Celebration.

Position Overview

We are seeking a passionate, creative, organized and highly motivated individual to join the exciting Marketing department overseeing the European Outlet Stores. This channel supervises more than 60 stores in 14 countries and continues to expand throughout Europe. The successful candidate will contribute to the PEO-EU Marketing team, in terms of direct marketing, event planning, tourism initiatives, advertising, seasonal planning, presentation building, as well as result tracking and analysis.

Essential Duties & Responsibilities

Reporting to the Marketing Coordinator, you will:

- Participate in the creation of the European PFS-EU strategy
- Assist in the delivery of global brand & philanthropy campaigns such as Wimbledon, working cross-functionally with Email, Brand, Creative, Buying, Brand Presentation, Planning & RLS teams.
- Support in the orchestration of seasonal content deliveries, ensuring channel relevance & brand guidelines are adhered to.
- Manage the implementation & reporting of print & digital OOH advertising campaigns in line with the phasing plan and in response to trade
- Coordinate in-store events that elevate the brand and drive traffic to our stores
- Clearly communicate & coordinate the strategy to/with internal stakeholders to secure buy-in for the marketing plans and bring them alive - including Brand Presentation, CRM and Retail.
- Support with budget management, raising PO's and setting up new vendors
- Help identify innovative big ideas to guarantee strong brand awareness & engagement
- Assist with pre-campaign market & customer analysis, post-campaign performance tracking & reporting

Experience, Skills & Knowledge

- Bachelor's degree
- Internship or relevant experience in Marketing
- Fluent in English (both written and spoken); additional languages a bonus
- Strong business sense and analytical capacity
- Creative thinking skills and pro-activity in bringing new ideas and concepts

- Curiosity and understanding of the luxury industry and competitors activities
- Detail-oriented with the ability to work well under pressure in a fast-paced environment
- Excellent communication skills, both verbal and written
- Advanced Excel & PowerPoint skills
- Demonstrate ownership and accountability of whole projects and general tasks