



INTERNSHIP/PLACEMENT PROFILE

Company Name	Hertz Europe
Contact Person	Laure Maufre – Online Content & Merchandising Manager Wojciech Bednarz – Direct Channel Marketing Assistant
Address	Hertz House, 11 Vine Street, Uxbridge, UB8 1QE
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Company description	
Car & Equipment Rental and Leasing Industry. European Headquarters employing 180 staff. Departments with company are: HERC, Franchise, Property, Human Resources, Legal & Corporate Affairs, Operations, Finance, Business Planning, Web, Procedures, Treasury & Tax, Purchasing, Audit, Claims & Risk, Leisure Sales, Partnerships, Sales & Marketing, Business Development, Property & Facilities, Pricing and International Audit.	
Number of staff on the premises: 200	Total number of staff: 3000 (in UK)

Internship Job Title	Direct Channel Marketing Assistant
Area	EMEA Marketing
Specific	Direct Channel Marketing
Name of Supervisor	Alex Beard

<p>Opportunities & Objectives (<i>what will the candidate learn in general</i>):</p> <p>Opportunity Learn about all areas of Direct Marketing (Analytics, Paid Search, Natural search, Affiliates, CPA, Online Content, Online Merchandising) Work in the European head office of a global company</p> <p>Objectives Support the Direct Channel Marketing team in delivering innovative projects and campaigns online and offline</p>
<p>Key Tasks (<i>We inform candidates that tasks vary according to workload, opportunities, skills and knowledge</i>):</p> <p>Assist and support the Direct Channel Marketing team in the following areas:</p> <ul style="list-style-type: none"> • Online Merchandising • Content development for all Hertz direct websites • Implementation of Pan-European activity for 9 European direct sites • Project and campaigns in the following areas – web analytics, SEM, affiliates, natural search • Turnaround of web content queries and issues for direct sites • Weekly competitor analysis •
<p>Working Environment (<i>small description of your office and staff</i>):</p> <p>Working within the Direct Channel Marketing team in the Hertz Europe HQ The intern will liaise on a project basis with the Partnership & Franchise Marketing, Brand, Pricing, Marketing Development, Regional Marketing (inc all In country Marketing Managers and Product & Programs Manager) teams.</p>
<p>Requirements (<i>e.g. languages, IT knowledge, minimum duration</i>):</p> <p>Essential</p> <ul style="list-style-type: none"> • Excellent written and spoken English & another European language • MS Office skills (Excel, Word) • Good understanding of marketing and online trends



- Time management skills
- Good communication skills
- Ability to work in a multi-cultural environment
- Ability to work under pressure in a fast paced environment

Desirable

- In the 3rd or 4th year of a BA (or European equivalent) in Marketing, Business Studies or Computer Sciences

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Dress Code	Business Informal
Working Days / Hours	Full
Allowance	TBC
Internship Duration	6 to 9 months
Potential Start Date	ASAP