

Bentley Marketing Internship – 1 Opportunity

Based:	Crewe	Salary:	£22,400 pro rata depending on length of internship
Start date:	March 2008	Duration:	26 weeks

There are many unmistakable characteristics that define a Bentley – handcrafted luxury, distinctive design, breathtaking power and performance, a refined and exhilarating driving experience. Yet it is the combination of these characteristics that makes our brand so unique. We have an opportunity for a marketing intern in our Central Sales & Marketing Department. The Department has a classical marketing structure. Each of these central functions interact with Bentley Motors regional offices who maintain responsibility for the execution of the marketing strategy at a local level.

Product Marketing – Responsible for developing the Brand's product strategy in line with both the Company's long term business objectives and customer and market demands. The central team are tasked with defining the product offering – setting the pricing position and predicting volume forecasts for both existing product lifecycles and future new product development. The function is the sales and marketing representative in all of the vehicle project teams and is heavily involved in new model launches. The scope of the department also includes all added value and optional features for each model.

Marketing Communication – A marketing suite of tools used to communicate to Bentley Motors target audiences, whether a customer, depositor or a prospect new to the brand, this area remains a fundamental part of our marketing strategy and it is imperative that the Bentley brand values and image are upheld across all communication channels. Therefore, our aim is to ensure that the look and feel and consistency of message via all visible communication mediums reflect these values. Key areas are product brochures, electronic communications such as the website, our customer magazine and live shows and events.

Customer Relationship Management (CRM) – sits at the heart of all business planning, not simply as a department function but a fundamental part of our global strategy. Our aim is to build relationships between our customers, prospects, our dealers and ourselves to ensure loyalty and advocacy leading to long term relationships and repeat purchase. Utilising appropriate people, processes and technology our aim is to maintain exemplary customer experience through our dealerships and regional offices.

Sales Distribution – The team are focused on delivering a compelling purchase experience, which extends from the moment a customer walks into a Bentley Dealership to the point they take delivery of their new motorcar. This begins with defining the look, feel and retail standards for Bentley showrooms that globally reinforces the prestigious nature of the marque. It is underpinned by the efficient planning, scheduling and electronic tracking of orders through the build process until handover to the customer. The Sales and Distribution department integrates all of these activities and as a result is central to the endeavour of converting new owners into advocates of the Bentley brand.

Requirements

- A passion for Marketing and a demonstrated interest in a career in this area, shown through academic studies and/or previous work experience.
- Be studying for or have attained a Masters degree in Marketing, Business Management, Business Administration or Economics.
- Fluent reading, written and spoken English – TOEFL minimum score of 600, IELTS – 7.
- Good interpersonal skills - including ability to seek advice and guidance where necessary and to work independently and as part of a team.
- Demonstrated ability to take ownership of tasks and project ensuring delivery and overcoming challenges and setbacks.
- Knowledge of Microsoft Word, Excel, and PowerPoint.

To apply for this opportunity, please contact the China Scholarship Council

www.csc.edu.cn

You will be required to complete a written application form and provide a copy of your CV in English as well as copies of your academic transcripts and TOEFL/IELTS scores.