

## **WELLA INTERNSHIPS IN SALES/TRADE MARKETING**

Join OUR TEAM today and be part of a growing company on an exciting journey to become one of the largest beauty businesses in the world with an enviable portfolio of innovative, leading edge brands designed to delight, inspire and bring confidence to our consumers. Brands such as Wella Professional, Sebastian Professional, Londa Professional and Sassoon Professional are just a selection from our diverse portfolio.

Sales/Trade Marketing is the biggest and more important function in Wella. We work with customers to align strategies, exchanging capabilities, competencies and assets so both companies achieve turnover, market share and profitability higher than they could do separately.

In Sales we act as a strategic consultant, working with customers on the biggest brands in Italy. This enables us to grow business by working as a partner with our customers leveraging on our superior market/category knowledge and a multifunctional approach.

As Trade Marketing, we design “go to market strategy” to deliver brand objectives, and develop with customers programs which will build the business for them and us. We develop assortment, shelving, pricing, and promotion strategies, based on consumer research that gives us insight into what drives shopper purchase behavior.

As an intern in our Wella Sales/Trade Marketing function you'll be part of a creative, dynamic and multi-disciplinary business team. You will work bringing your unique perspective and growing expertise to deliver the best possible results whilst learning from those around you..

### **During your internship experience in Wella, you will:**

- Take the responsibility of a relevant project
- Analyze Data trends and financials
- Have exposure towards Top Management
- Work in multi-functional team to design long term sales strategies and products/commercial initiatives
- Design multi-channel sales plans in an assigned category
- Develop tailor-made, in-store programs
- Gain in depth market and customer/channel understanding

## **Requirements**

The following conditions are needed in order to move the application forward on the process:

- Eligible for an internship (just obtaining or having obtained a university degree with strong academic results)
- Fluency in Italian and excellent ability to communicate in English
- Available for a minimum of 3-4 months

## **Soft Skills**

We are looking for candidates that can demonstrate the following skills:

- are courageous leaders
- take risks
- who make things happen
- have the passion to win
- analytical thinkers and problem solvers
- excellent communicators
- set priorities and follow through on commitments
- work effectively with diverse groups of people
- demonstrate creativity, innovation and initiative