

CATERPILLAR'S GRADUATE INTERNSHIP PROGRAM

For more than 85 years, Caterpillar Inc. has been building the world's infrastructure, and in partnership with CAT dealers, is driving positive and sustainable changes on every continent. A Fortune 500 company, Caterpillar is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines and industrial gas turbines and diesel-electric locomotives. The company also is a leading services provider through Caterpillar Financial Services, Caterpillar Remanufacturing Services, Caterpillar Logistics Services and Progress Rail Services.

Within our EAME Distribution Headquarters located in Geneva, we offer a complete Graduate Internship Program for a period of 13 months from June 1st 2013 – June 30th 2014.

The **Caterpillar Graduate Internship Program** is a mix of on-the-job learning, coupled with personal development and training in a specialized field.

With us you will:

- Have the opportunity to make the next step in your education more meaningful by providing practical on-the-job learning in an international business environment.
- Transform academic learning into business solutions while working on real projects
- Develop a personal network in the business world
- Experience a team concept that combines the skills and expertise of people from varied professional disciplines and backgrounds
- Be part of a challenging work environment where initiative and innovation is encouraged and rewarded
- Work for a global leader

SALES & MARKETING OPERATIONS GRADUATE INTERN

Department: Product Support & Sales Operations, EAME Distribution

Job Purpose and Responsibilities:

Provide support to Sales & Marketing Operations Consultants with Marketing Communications coordination work, starting with customer data analysis, Marketing Communications Objectives definition and realization of the Campaign content, generally leveraging an agency. The role will also include other support functions such as namely development of reports and other communication methods.

The Sales & Marketing Operations Mission is to define and own the Sales Processes Strategy for EAME, which will enable the EAME Dealers to achieve Sales and Marketing Excellence, by delivering on our brand promise and enable our Corporate Growth Strategy. The main focus areas of Sales & Marketing Operations are:

- Marketing Communications
- Customer Coverage
- Sales Effectiveness
- Customer Relationship
- Customer Experience
- Customer Intelligence

The candidate works as a Junior Sales & Marketing Ops Consultant and will contribute to:

- The creation of Marketing Campaigns, from objectives to content creation and deployment
- Deploy the Global Advertising Framework and Brand Guidelines for Cat Rental
- Document Dealers Best Practices related to our Integrated Marketing Communications Strategy
- Formalize our Integrated Marketing Communications Strategy (currently not documented)
- Support the team with various Marketing related activities and partake in different projects.
- Develop/update Intranet / Extranet to communicate S&M Ops activities / deliverable.

Through these activities, the Intern will learn about how we are supporting the dealers to develop their Marketing Team to help them achieve their goals. The Intern will also have a better understanding about how all S&M Ops initiatives work together to improve Dealer Sales & Marketing Excellence.

Required Profile:

- Business Management or Marketing background (Bachelor's degree level required).
- Strong IT skills (mainly Excel, PowerPoint, Photoshop and video creation capabilities).
- Curious, creative, customer focused, able to manage projects. Dynamic, team player with initiative.
- Fluent in English and at least one other major European language (French an asset).
- Swiss citizen or holder of a C permit.

The graduate Intern program offers entry-level Intern positions with an opportunity to become a fixed employee if job performance is high and if hiring possibilities are available. This particular role could lead to an opportunity to become a Caterpillar Representative in one of our EAME District Offices.

Please submit your CV and cover letter (in English), copies of diplomas & any work certificates to:

Diana Veiros, Recruitment Consultant
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