



FEDMA

Organisational Profile

If you want to pursue a career in international marketing, FEDMA can offer you an exciting and challenging experience that will introduce you to the global, multibillion Euro, marketing industry.

FEDMA is the only association dedicated to promoting, protecting and informing on the direct and interactive marketing industry at the pan-European level. Its members include more than 200 multinational companies and national direct marketing associations engaged in direct and interactive marketing activities in Europe.

Previous interns have found this to be an excellent introduction to working in the international marketing sector. *“This internship was my very first work experience and I could not have thought of a better place to start than FEDMA”* (Anouk Lacroix); *“Interning at FEDMA, was one of the greatest benefits for my transition from the academic to career field. I learned a vast amount of information that has proved successful for my career in the Public Relations and Political Science field. Not only did I gain amazing experience and valuable knowledge at FEDMA, but I also gained so many wonderful friends. Interning at FEDMA was one of the best choices I made while studying at Vesalius (Maren Colon),”* *“As my first internship experience I have found FEDMA to be highly enriching. In this great family atmosphere I was given the opportunity to expand my knowledge and get a taste of real work life in only a short matter of time. I have truly enjoyed this experience (Marjolein van de Rijt)”*.

Internship Profile

The intern will be part of a young and dynamic Marketing & Membership team. FEDMA has members from 48 different countries ranging from small companies to big multinational brands, and the successful candidate should wish to pursue a future career in international marketing.

- The intern will be dealing with the large multinational companies that FEDMA assists on a weekly basis.
- The successful candidate will be assigned diverse marketing projects, and will play an important role in further development of the marketing and membership services including the development, execution and delivery of:
 - o publications,
 - o direct mail, social professional networks, email marketing campaigns
 - o Creative design (leaflets, banners, etc)
 - o newsletters,
 - o trade fairs,
 - o CDs, DVD, videos etc.

Intern Profile

The successful candidate should have the following requirements:

- Excellent written and oral English skills (other languages an asset);
- Interested in international marketing;
- Good interpersonal and communication skills;
- Ability to work independently;
- Creative problem-solving skills;
- Personal strengths: Self-motivated. Excellent organisational skills. High degree of attention to details and deadlines. Confident, outgoing personality. Technologically proficient. Strong verbal and written communications skills;
- Knowledge in Paint Shop software (or other equivalent software) is desirable.