

Mozambique Jobs Expertini®

Marketing Deployment Intern

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Company: British American Tobacco

Location: Maputo

Category: other-general

BAT is evolving at pace - truly like no other organisation.

To achieve the ambition, we have set for ourselves, we are looking for

colleagues who are ready to live our ethos every day. Come be a part of this journey!

**BAT MOZAMBIQUE IS LOOKING FOR A MARKETING DEPLOYMENT INTERN TO JOIN
OUR TEAM IN MOZAMBIQUE**

SENIORITY LEVEL: Internship

FUNCTION: Marketing

TYPE OF CONTRACT: Fixed term contract for 12 months

LOCATION: Maputo

REPORTS TO: Marketing Deployment Manager

ROLE POSITIONING AND OBJECTIVES

As a Marketing Deployment Intern at BAT Mozambique, you will play a crucial role in supporting our marketing initiatives and ensuring seamless execution of campaigns. This internship provides a unique opportunity to explore the 70:20:10 learning model by giving more hands-on experience in a dynamic and globally recognized company. Your role will be to support the implementation of end-to-end route to consumer activities across the market in line with the agreed cycle plan and marketing/brand strategy.

WHAT YOU WILL BE ACCOUNTABLE FOR

Campaign Management

- Assist in the planning, coordination, and execution of marketing campaigns across various channels.

- Collaborate with cross-functional teams to ensure timely and accurate deployment of marketing materials.
- Support the timely implementation of customer engagement programmes and provide necessary support in monitoring for achievement of objectives.
- Support cycle activity rollout including Activity Recommendation [ACREC] creation and regular evaluations.
- All marketing activities must be implemented in line with market and brand strategy, market regulation and BAT International Marketing Principles [IMP]

Data Analysis

- Analyze campaign performance data and provide insights to optimize future marketing strategies.
- Work with analytics tools to track key performance indicators (KPIs) and assess the impact of marketing investment.

Content Management

- Analyze campaign performance data and provide insights to optimize future marketing strategies.
- Support the creation and management of marketing content, ensuring alignment with brand guidelines and regulatory requirements.
- Collaborate with creative teams (internal & external) to develop engaging and effective marketing materials.

Supplier Management

- Implement best in market supplier management principles ensuring mutual benefit.
- Manage end-to-end sourcing of products & services from onboarded suppliers, and scout for new supplier capabilities onboarding.
- Hold and document regular supplier evaluation sessions in line with best in market procurement practices.

Reporting

- Generate regular reports on marketing activities and present key findings to relevant stakeholders.
- Contribute to post-campaign analysis to assess overall effectiveness.

Career Management

- Proactively take leadership for own development by ensuring a SMART Development Plan is in place and learnings being applied.

ESSENTIAL EXPERIENCE, SKILLS AND KNOWLEDGE

General skills required

The candidate must be able to demonstrate an interest in and awareness of product development, trade and consumer insights, copy strategy and Below the Line [BTL] communication.

Key critical skills such as critical and analytical thinking/operating strategically, timely reporting, making happen it happen attitude and communication/interpersonal skills.

Commercial Acumen (Return on Investment [ROI] and brand profitability).

Understanding of Marketing Mix concepts and application.

Functional skills required

Ability to collect and analyse market data and consumer trends to inform marketing strategies.

Good organizational skills to handle multiple projects and ensure timely implementation.

Understanding of digital platforms, social media, and online marketing platforms and tools for effective campaign deployment.

Great communication skills for better collaboration across the value chain

Education / Qualifications / Experience Required

University Degree in either Marketing, Business Commercial or another related field.

A maximum of 2 years post-graduation.

Computer literate and well versed with all Microsoft Office Packages.

Entry level Project Management skills will be an advantage.

Professional English and Portuguese speaking

Valid driving licence

WE ARE BAT

At BAT we are committed to our Purpose of creating A Better Tomorrow. This is what drives our people and our passion for innovation **See what is possible for you at BAT.**

Global Top Employer with 53,000 BAT people across more than 180 markets

Brands sold in over 200 markets, made in 44 factories in 42 countries

Newly established Tech Hubs building world-class capabilities for innovation in 4 strategic locations

Diversity leader in the Financial Times and International Women's Day Best Practice winner

Seal Award winner – one of 50 most sustainable companies

BELONGING, ACHIEVING, TOGETHER

Collaboration, diversity and teamwork underpin everything we do here at BAT. We know that collaborating with colleagues from different backgrounds is what makes us stronger and best prepared to meet our business goals. **Come bring your difference!**

Be vigilant - BAT will never ask a job candidate for money for any reason, including paying for visa, work permits or pre-employment checks. If someone invites you to apply for a BAT role and asks for payment for these types of activities, it is not a legitimate BAT job.

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