

## **Graduate assignment**

## **High Tech Marketing**

**Global Electronics bv, Haaksbergen (Twente), The Netherlands**

Start: 1 September 2016 or 1 October 2016

*Global Electronics is an EMS (Electronics Manufacturing Services) manufacturer and supplies PCBs (Printed Circuit Boards) to a various group of customers operating in medical devices, industry, security and consumer electronics. Also high end start ups are focus areas of Global Electronics bv (GE). GE is a SME with a highly trained dedicated headcount in the field of high-end supplies servicing customers in the Benelux and Germany.*

### **Sustainable growth**

The company would like to redefine its marketing strategy and align its offer effectively to demand from its target markets. GE is aware of the fact that an excellent online strategy will broaden its ability to increase its customer base which will fit to their profile as a flexible provider of PCBs with high performance in lead times and traceability.

The German market is under represented with regard to the current growth and to be succesful in Germany a distinctive (online) market approach is needed. Developing an online strategy is one of our marketing targets for which we will hire a specialized agency that needs to be instructed. This will also be one of the candidates assignments.

### **Your tasks**

- Collect data by deskresearch and interviews to determine market size and market developments in Germany and the Netherlands
- Provide GE with an overview of relevant activities related to the production of PCBs like box build activities, turnkey project management and services
- Accompany and support the Sales department by assigning an (online) marketing strategy together with a specialized agency
- Execute the online strategy and develop a hands on and pragmatic methodology to optimize and maintain its online activities on a regular basis

### **Your Profile**

We are looking for an enthusiastic, result oriented and handson student interested in working in a SME in the field of strategic marketing. Who has good standing in the programme and who has:

- good cooperative skills;
- background in business administration, economics or high tech marketing
- experience with social media or online marketing

The student may come either from a relevant study program or may have acquired the relevant skills outside her or his field of study.

Knowledge of Dutch and English, German is preffered.

### **Our Offer**

We offer an interesting, tailor-made internship programme, adapted to your needs. You will have the opportunity to further develop your communication skills and grow your local and international network.

### **Interested?**

Your application should include your CV.

Please send your application by email to our HR manager: Belén Ten Hoopen-Rojas Conde Tel.: +31(0)535737200. Mail: [belen@global-electronics.nl](mailto:belen@global-electronics.nl) [www.global-electronics.nl](http://www.global-electronics.nl)