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BMW Group Internships 2025 Intern, Digital Marketing

Description

- \$22.50/hr – \$27.50/hr
- Hybrid Full-time Internship
- 10,001+ employees
- Motor Vehicle Manufacturing

About the job

As an independent group of companies, the BMW Group has a commitment to creativity and breakthrough ideas that goes well beyond the racetrack. In order to continuously create ultimate driving machines, we drive our growth and design excellence by staffing our teams with individuals who are innovative and always looking for the next great idea. If you share our vision and view yourself as an independent, creative thinker, we invite you to join our team in this exceptional role located in Woodcliff Lake, NJ.

This is a full-time internship position for our Spring Rotation, expected to start January 8, 2024 through May 31, 2024 in Woodcliff Lake, NJ.

The intern will support the development, oversight, operation, and delivery roadmap for BMWUSA.com. The intern will be focusing on bringing premium communication messaging and brand experiences to our customers. They will also have the opportunity to work on web redesigns and our Model hub rollout.

Key responsibilities:

- Intake and drive measures from internal stakeholders, understanding cross-functional business needs, and incorporating them into the roadmap
- Support managing the backlog within the BMWUSA.com roadmap
- Support and advocate for the Brand, ensuring the vision, strategy, and ongoing execution are firmly grounded in the needs of our prospects and customers
- Continuous scrutiny of the online customer experience, ensuring that content, site organization, and experiential elements are designed with a customer first mindset
- Support and project manage collaborative projects between North America

Hiring organization

BMW Group

Employment Type

Intern

Industry

Motor Vehicle Manufacturing

Job Location

Woodcliff Lake, NJ, US, 07677,
Woodcliff Lake, NJ, US

Working Hours

8

Base Salary

22.50

Date posted

August 17, 2025

Valid through

06.02.2027

and Munich, with a main focus on aligning BMWUSA.com with our central headquarters website

Join the BMW North America team and enjoy a high-performance Total Rewards package that may include:

- Medical Insurance
 - All with options for \$0 Employee contribution
- Paid Time Off in addition to Company paid holidays where eligible
- Hybrid work environment

The hourly rate for Undergraduate students is \$22.50.

The hourly rate for Graduate students is \$27.50.

The selected student's academic level will be used to determine the final pay rate. This statement is in accordance with state and local pay disclosure requirements.

Even more so than the generous compensation and benefits, the culture and values of Shared Services make it the ultimate working environment. These values are Responsibility, Appreciation, Transparency, Trust, and Openness. We allow these values to guide the way we conduct ourselves and our business.

At BMW, we are driven by diversity, equity, and inclusion. We are proud to be an Equal Opportunity Employer and are welcoming of all individuals, regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.

Qualification:

Requirements:

- Currently enrolled in a bachelor or master's degree program at an accredited college or university
- Possess a minimum cumulative GPA of 3.0 (not just in major)
- Have completed at least 30 college credit hours at time of application
- Field of study: Business, Marketing, UX/UI, or Automotive Engineering
- Experience in Marketing and/or Product Management
- Prior BMW Group experience (applicable to international students only)
- Must attach a copy of college unofficial transcript
- Ability to work full-time (36.25 hours/week)
- Willing to be a team player
- Able to collaborate with international colleagues