



<https://internsschool.online/job/british-american-tobacco-summer-internship-2024-opportunities-for-recent-graduates/>

British American Tobacco Summer Internship 2025 Opportunities For Recent Graduates

Description

As a Marketing Manager at British American Tobacco (BAT), you will play a crucial role in developing and implementing marketing strategies for our tobacco and nicotine products. You will work in a dynamic and innovative environment, collaborating with cross-functional teams to drive brand growth and market share. This role offers an exciting opportunity to contribute to our mission of transforming tobacco to create a better tomorrow.

Responsibilities

- Develop and execute marketing plans for assigned brands, ensuring alignment with company objectives and regulations.
- Conduct market research to identify consumer trends and insights to drive product development and brand positioning.
- Manage advertising campaigns, including creative development, media planning, and performance analysis.
- Collaborate with sales teams to optimize trade marketing strategies and promotions.
- Monitor and analyze market performance, competition, and consumer behavior to make data-driven decisions.
- Manage marketing budgets and allocate resources effectively to maximize ROI.
- Ensure compliance with all relevant regulations and industry standards.
- Build and maintain strong relationships with external agencies, suppliers, and stakeholders.
- Provide leadership and guidance to a team of marketing professionals.

Qualifications

- Bachelor's degree in marketing, business, or a related field. MBA preferred.
- Proven experience (5+ years) in marketing, preferably in the consumer goods industry.
- Strong understanding of marketing principles, brand management, and consumer behavior.
- Excellent analytical and problem-solving skills.
- Exceptional project management and organizational abilities.
- Proficiency in market research and data analysis tools.
- Knowledge of regulatory and compliance requirements in the tobacco industry is a plus.
- Strong leadership and team management skills.
- Effective communication and interpersonal skills.

Experience

- 5+ years of marketing experience, including brand management, advertising, and market analysis.
- Previous experience in the tobacco or consumer goods industry is an

Hiring organization
British American Tobacco

Employment Type
Intern

Duration of employment
6 months

Industry
Tobacco

Job Location
London, England, UK, E1, London, England, UK

Working Hours
8

Base Salary
10

Date posted
July 15, 2025

Valid through
02.10.2027

advantage.

- Demonstrated success in developing and executing marketing strategies that drive brand growth.

Skills

- Strategic thinking and planning.
- Data analysis and interpretation.
- Creative problem-solving.
- Strong leadership and team management.
- Effective communication and presentation.
- Project management.
- Market research and consumer insights.

Job Benefits

- Competitive salary and performance-based bonuses.
- Comprehensive healthcare and dental plans.
- Retirement savings and pension programs.
- Career development opportunities and training.
- Employee assistance programs.
- Flexible work arrangements.
- Global exposure and opportunities for international assignments.
- Employee discounts on company products.

Contacts

To apply for this position or for more information, please visit our careers page on the British American Tobacco website: [BAT Careers](#). For specific inquiries or assistance, please contact our HR department at hr@bat.com or call +44 (0)20 7845 1000.

Join British American Tobacco and be a part of our mission to transform the tobacco industry while shaping a better future for consumers worldwide.