



<https://internsschool.online/job/imperial-brands-summer-internship-2024-program-for-students/>

Imperial Brands Summer Internship 2025 program For Students

Description

Imperial Brands is seeking a highly motivated and creative Brand Manager to join our dynamic marketing team. As a Brand Manager, you will play a pivotal role in shaping and executing marketing strategies for our portfolio of renowned tobacco and nicotine products. You will be responsible for driving brand growth, market share, and consumer engagement while ensuring compliance with regulatory requirements.

Responsibilities

1. **Strategic Planning:** Develop and execute comprehensive brand strategies and marketing plans to achieve business objectives and revenue targets.
2. **Market Analysis:** Conduct thorough market research to identify trends, consumer preferences, and competitive insights to inform marketing strategies.
3. **Product Development:** Collaborate with cross-functional teams to launch and manage new products, ensuring they meet consumer needs and align with brand identity.
4. **Brand Activation:** Create and implement marketing campaigns, promotions, and events to build brand awareness and drive sales.
5. **Budget Management:** Manage marketing budgets effectively, ensuring optimal allocation of resources for maximum ROI.
6. **Brand Compliance:** Ensure all marketing activities adhere to regulatory guidelines and industry standards.
7. **Consumer Engagement:** Develop and maintain strong relationships with consumers through various channels, including social media, email marketing, and loyalty programs.
8. **Team Leadership:** Lead and inspire a team of marketing professionals, fostering a collaborative and innovative work environment.

Qualifications

- Bachelor's degree in Marketing, Business, or a related field (Master's preferred).
- Proven experience as a Brand Manager or in a similar marketing role.
- Strong understanding of tobacco and nicotine industry regulations (preferred).
- Exceptional strategic thinking and analytical skills.
- Excellent communication and interpersonal abilities.
- Creative thinker with a strong sense of brand identity.
- Proficient in market research and data analysis tools.
- Ability to work effectively in a fast-paced, dynamic environment.

Experience

- Minimum of 5 years of experience in brand management or related marketing roles.

Hiring organization

Imperial Brands

Employment Type

Intern

Duration of employment

6 months

Industry

Tobacco

Job Location

Bristol, England, UK, BS1, Bristol, England, UK

Working Hours

8

Base Salary

10

Date posted

August 3, 2025

Valid through

20.09.2027

- Experience in the tobacco or nicotine industry is a significant advantage.
- Demonstrated success in developing and executing marketing strategies.

Skills

- Strategic planning and execution
- Market research and analysis
- Budget management
- Brand compliance
- Consumer engagement
- Leadership and team management
- Creative thinking and problem-solving

Job Benefits

- Competitive salary and performance-based bonuses
- Comprehensive health and wellness benefits
- Retirement savings plans
- Professional development opportunities
- Collaborative and inclusive work environment
- Employee assistance programs
- Discounts on company products
- Work-life balance initiatives

Contacts

To apply for this exciting opportunity, please send your resume and cover letter to *consumer.services@uk.imptob.com*.

Imperial Brands is committed to promoting diversity and inclusion in the workplace. We encourage applications from candidates of all backgrounds and experiences.