



<https://internsschool.online/job/reckitt-benckiser-summer-internship-2024-opportunities-for-students/>

Reckitt Benckiser Summer Internship 2025 Opportunities For Students

Description

Reckitt Benckiser is seeking a dynamic and results-oriented Product Marketing Manager to join our team. As a Product Marketing Manager, you will be responsible for driving the success of our product portfolio by developing and executing marketing strategies that increase brand awareness, market share, and profitability. You will work closely with cross-functional teams to launch new products, analyze market trends, and develop innovative marketing campaigns.

Responsibilities

- Product Strategy:** Develop and execute product marketing strategies to drive growth and market share.
- Market Research:** Conduct market research to identify consumer needs, preferences, and trends.
- Product Launch:** Plan and execute successful product launches, including positioning, messaging, and go-to-market strategies.
- Cross-Functional Collaboration:** Collaborate with cross-functional teams including R&D, sales, and supply chain to ensure product success.
- Competitive Analysis:** Monitor and analyze competitor activities and make recommendations to stay ahead in the market.
- Marketing Campaigns:** Create and manage marketing campaigns across various channels, including digital, social media, and traditional advertising.
- Budget Management:** Manage marketing budgets effectively to maximize ROI.
- Data Analysis:** Use data analytics to measure and report on the performance of marketing campaigns.
- Customer Engagement:** Foster strong relationships with customers and key stakeholders.
- Team Leadership:** Provide leadership and guidance to the marketing team, ensuring alignment with company objectives.

Qualifications

- Bachelor's degree in Marketing, Business, or a related field (Master's degree preferred).
- Proven experience in product marketing, preferably in the consumer goods industry.
- Strong understanding of market research, consumer behavior, and competitive analysis.
- Exceptional project management and communication skills.
- Demonstrated ability to develop and execute successful marketing strategies.
- Proficiency in data analysis and reporting tools.
- Leadership and team management experience.

Experience

Hiring organization

Reckitt Benckiser

Employment Type

Intern

Duration of employment

6 months

Industry

Consumer Goods

Job Location

Slough, England, UK, SL0 9LH, Slough, England, UK

Working Hours

8

Base Salary

10

Date posted

July 3, 2025

Valid through

17.09.2027

- 5+ years of experience in product marketing.
- Experience in consumer goods or a related industry is highly desirable.
- Track record of successfully launching and marketing products.
- Previous experience in team leadership or management roles.

Skills

- Strategic thinking and problem-solving.
- Strong analytical and data-driven mindset.
- Excellent communication and presentation skills.
- Ability to work collaboratively in a cross-functional environment.
- Proficiency in Microsoft Office and marketing software.
- Creativity and innovation in marketing approaches.

Job Benefits

- Competitive salary and performance-based bonuses.
- Comprehensive healthcare and dental coverage.
- Retirement savings plans.
- Career development and training opportunities.
- Employee assistance programs.
- Generous vacation and paid time off.
- Employee discounts on company products.
- A collaborative and inclusive work culture.

Contacts

To apply for this position, please submit your resume and cover letter to IR@reckitt.com or visit our careers page at

www.reckitt.com