

This Internship SAMPLE is for the purposes of January MBA Advantage Only.

adidas Group

Portland, OR, United States

Summary: We are constantly working to redefine the way clothing and footwear transforms the pitch, court or course. This is what drives us: the feeling of discovery and the urge to innovate. When we create a product that makes our hearts beat faster, we know we're onto something. If this sounds inspiring, you might be one of us: Someone who loves to create the present, as well as shape the future. There's a reason adidas has been at the forefront of defining sport for more than 60 years: We never stand still. Everyday, we work to improve everything we create. At adidas, interesting, amazing and inspiring aren't just ideas. They are what we do every single day. This posting is for multiple internships within Marketing. Please apply to this posting if you are interested in an internship in one of the following: Product Marketing / Digital Marketing / Retail Marketing / Merchandising / Event Marketing / Public Relations / Account Marketing / Brand Marketing internships available in the following categories: Basketball / Action Sports / Originals / NEO / Running / Soccer / Football / Training

Each marketing internship will vary in responsibilities and projects. Below is a good example of what you could expect at adidas:

- Elevate adidas with the consumer through market analysis on the consumer and competitive landscape
- Gather data and identify trends/opportunities to evolve and grow business; quantify growth opportunity and financial projections
- Identify focus areas and make recommendations to improve brand presence
- Assist in the development of presentations
- Organize events and meetings
- Maintain and update systems and spreadsheets
- Drive brand engagement; present ideas to engage with our consumer beyond digital & social and present a point-of-view on athlete, collegiate asset and celebrity activation
- Partner cross-functionally on communications, product cycle process, media requests, etc.
- Project Presentation: you will be responsible for presenting your project results to management and cross-functional teams

Your Profile: You share our passion for sports, fashion and an active lifestyle. You are ambitious, keen to learn and quick on the uptake. You also know how to communicate and assert yourself with an open attitude and determination. You enjoy working in a team environment and think internationally. You are fully conscious of the fact that flexibility, logical thinking and the ability to adapt to new situations are essentials for winning the game.

In addition, you possess:

- Motivation to exceed in an entrepreneurial environment with a steep learning experience
- Ability to think cross functionally and gather, manipulate and analyze data from multiple sources
- Excellent interpersonal skills, with the ability to build rapport and trust quickly. Joining the adidas Group team. Within the adidas Group, it's all about the people. Only when an athlete has the best training and equipment can he or she compete at the highest level. At the adidas Group, we provide our interns with a world class learning experience in a great working environment.