



Portfolio Specialist - Internship

Bologna, Metropolitan City of Bologna, Italy · Italy - Spirits division

OVERVIEW APPLICATION

Description

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Gruppo Montenegro is an international company with an Italian heart, operating in the Spirits and Food industry. We produce and commercialize premium products with strong brand equity and significant cultural relevance Amaro Montenegro, Vecchia Romagna, Select Aperitivo, Bonomelli Infusions, Infrè Decaf Tea, Cuore Corn Oil, Cannamela Spices, Polenta Valsugana, Catarì Instant Pizza to mention a few.

Icons of the “Made in Italy”, our brands are the result of the constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined Gruppo Montenegro since its foundation in 1885.

Gruppo Montenegro is an organisation committed to equality and inclusion to drive our business results and create a better future, every day, for all our employees, consumers, partners, and communities. We believe an inclusive culture allows us to match our growth ambitions and drive inclusion across the business.

Our Spirits Division – Agency is looking for a **Portfolio Specialist Intern**. The intern will plan and implement all the activities related to the assigned brand according to local market specifics, based on the international guidelines of the Brand Owner.

Responsibilities and Tasks:

- Be a valuable Company support for the Brand Owner and the Brand Owner expert for the Company
- Key executional touch point for internal stakeholder and for brand owner sales/marketing manager for sharing sell in - sell out performance, investment report and issue solution proposal
- Bring into life marketing projects for the product portfolio and assigned brands
- Implement, monitor and measure the execution of marketing plan and budget on a quarterly and annual basis

- Collaborate with Sales department & Trade Marketing department to the execution of trade marketing plan
- Support in deploying successful marketing (ATL and BTL) campaigns and own their implementation from ideation to execution
- Collaborate with external agencies to the execution of brand media plan, with focus on digital and influencers
- Deliver added value in achieving the depletion targets for the country
- Provide detailed reports on sales, marketing and trade marketing activities
- Monitor market trends, research consumer markets, competitors' activities, and new market opportunities

Requirements

- Post graduated course on Beverage, Spirits, Luxury brand management (nice to have)
- Deep knowledge of emerging/latest digital media trends
- Knowledge of the ho.re.ca. channel (nice to have)
- Fluent in English and Italian (mandatory)
- Excellent analytical and presentation skills/ communicating & influencing competency (XLS, PPT) (mandatory)
- Flexibility and excellent coordination skills

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