LG Xplorers Internship Program

2026-2027 Edition

Marketing Retail → Marketing Specialist HA (TV) Support

Requirements:

- Degree in Business Administration, Marketing or similar
- Medium-high level of English
- Medium – high level Excel and Powerpoint
- Proactivity, creativity, teamwork, optimism, great enthusiasm, analytical thinking, results-oriented and desire to learn.

Tasks:

- Support in the analysis and understanding of the consumer and the business for the Business Unit (BU), using market research tools such as GfK, Focus, Netville, Nielsen or BCR.
- Preparation of ad hoc analysis to support new product launches, specific BU projects and the annual marketing OGSM.
- Identification of business opportunities for the Business Unit.
- Support in the management and coordination of the listing of models of the new 2026 range, including translation of materials and monitoring of model registration.
- Coordination with international agency to ensure the correct implementation of the process and registration in the corresponding systems.
- Collaboration in the creation and development of BU marketing materials (POS, digital, NPI and promotional), following Brand Manager guidelines and coordinating with creative teams and agencies.
- Coordination support with Purchasing and Trade Marketing to ensure production quality and timely delivery.
- Coordination support for brand activations with Media & Digital, PR, Promotion and Trade teams.
- Support in the Annual Branded Content Activation Plan on TV and AV: theme definition, briefing preparation, activation monitoring and KPI tracking.
- Support for the Annual Social Network Plan Activation, collaborating on content definition and agency monitoring.
- Active participation in Corporate Social Responsibility projects within the Life's Good initiative “Spreading Smiles”.

Life's Good.