

## Marketing Trainee (M/F/O)

<b>Company:</b>	Assicurazioni Generali SpA – Luxembourg Branch (GEB)	<b>Job Location:</b>	Luxembourg
<b>Reporting to:</b>	Maddalena Petrichiutto , Head of Marketing, Communication & CSR	<b>Business Travels:</b>	N/A
<b>Org. level:</b>	N/A	<b>Working model</b>	Full time in the office WFH/WFA not allowed

Established in Trieste (Italy) in 1831, Assicurazioni Generali SpA is a business with a history. The Generali Group is one of Europe's biggest multiline insurers by market capitalization, and it ranks in the top five insurers in the world by global premium income.

Generali Employee Benefits (GEB) is the business line of Generali Group leader in global employee benefits solutions and insurance services, designed for local and expat employees, consisting of: physical protection (health, accident and disability), emotional support (e.g. prevention of mental health issues), and financial protection (life and retirement).

GEB is a global Employee Benefits platform that helps Multinational Corporates succeed by protecting and enhancing the physical, emotional & financial wellbeing of their human capital. Driven by customer service, innovation, people and knowledge, we are built on an ecosystem of partnerships to support clients on their Environmental, Social & Governance journey. Our presence is truly global (121 countries) and reliable thanks to our 136 trusted local Network Partners, who enable us to provide focused expertise and support to 347 Lifecycle Pooling coordinated multinational programmes (including Global Underwriting) and 57 Captive programmes, with a premium volume of €1.7 billion (YE 2023 figures).

**Main responsibilities (non-exhaustive list):**

- Assist the marketing and communications team in developing and implementing marketing strategies and campaigns.
- Support the creation and dissemination of marketing materials, including brochures, presentations, and digital content.
- Conduct market research and analysis to identify target audiences and assist in developing targeted marketing messages.
- Assist in managing social media platforms, including content creation, scheduling, and monitoring engagement.
- Support the planning and execution of corporate social responsibility (CSR) initiatives and events.
- Collaborate with cross-functional teams to ensure consistent messaging and brand alignment across various marketing channels.
- Assist in tracking and analyzing marketing and communication metrics to evaluate campaign performance.
- Assist in maintaining the company's website, ensuring up-to-date content and a positive user experience.
- Provide general administrative support to the marketing and communications team, including scheduling meetings, organizing files, and managing project timelines.
- Stay updated on industry trends and best practices in marketing, communications, and CSR.
- Take on additional responsibilities and projects as assigned by the supervisor to support the team's objectives and goals.

**Profile (skills, experience, diploma and/or professional qualifications...):**

- Enrolled in a Bachelor's or Master's degree program in Marketing, Communications, Public Relations, or a related field.
- Strong written and verbal communication skills.
- Proficiency in Microsoft Office suite (Word, Excel, PowerPoint).
- Basic knowledge of marketing principles and practices.
- Familiarity with social media platforms and digital marketing tools.
- Excellent organizational skills and attention to detail.
- Good command of English, any other language would be considered an asset

## Recruitment commitment

### **Generali Employee Benefits' commitment for recruiting**

*Generali Employee Benefits is committed to promote equal opportunities in employment. Candidates will receive equal treatment regardless of age, disability, gender reassignment, marital or civil partner status, pregnancy or maternity, race, color, nationality, ethnic or national origin, religion or belief, sex or sexual orientation.*

*At Generali, we believe that it is our differences that make the difference. At the heart of everything we do, we value the fact that we are all human beings, unique in our own ways, bringing different cultures, lifestyles, mindsets, and preferences. Our commitment is to leverage this Diversity to create long-term value, to be innovative, sustainable, to make the difference for our people, our clients, our partners as well as our communities. We strive to promote a culture where D&I is embedded in how we work and do business every day. All of us around the world are taking actions every day to create an inclusive and accessible workplace, where every person feels empowered to take ownership, to challenge biases and lead the transformation with a human touch.*

*Generali Employee Benefits endeavours to contact candidates within 14 days of application. However, if you do not hear back after 2 weeks then please assume on this occasion, unfortunately, you have not been successful.*

*Personal data collected will be strictly used for recruitment purpose only. All unsuccessful applications will be destroyed max. 3 months after this recruitment campaign closing.*

2024-10-10