

# Smart Start International Marketing Trainee Program

The world's population is growing day by day and providing enough food has become one of the greatest global challenges. We at BASF believe a strong agricultural industry is one of the key solutions and we see it as our task to support growers with sustainable innovations.

Become a part of our Crop Protection team in Central Europe and explore our fascinating field of work!

Our two-year **Smart Start International Marketing Trainee Program** offers graduates a unique opportunity to make a difference within the agricultural industry. The focus is on your professional and personal development by giving you challenging tasks and exciting projects with responsibility.

After the program you will be equipped with all the key business skills and competencies you need to succeed in the global business of agricultural industry.

## What you can expect

- During the 24 months you will gain a broad overview of our activities in an international marketing environment
- You will initially be based at our head office in Prague and complete two international assignments within Europe
- From day one you will be mentored by an experienced BASF manager who will give you feedback on your performance, discuss development measures with you and help you to explore possible career paths within BASF
- You will build a broad network of contacts and work in a diverse business environment
- Within the program you will participate in various assignments in marketing, customer strategy, and marketing communications
- Your main responsibilities will be the evaluation of Crop Protection market segments, the implementation of new market approach tools and the execution of campaigns
- Therefore, you will gain a thorough understanding of the interfaces between our Marketing, Sales and Technical teams
- Upon completion of Smart Start you will have a good understanding of agriculture products, markets and customer needs and be ready for the next step in your career

## What we expect

- Bachelor's or Master's degree in Marketing or Agronomy with focus on Crop Protection or Business Administration
- Initial experience in the agricultural industry preferred (e.g. previous internships)
- Strong interpersonal and communication skills and pleasure in inspiring and convincing your audience
- Proficiency in Microsoft Suite Office (especially in Excel), with a general understanding of data analysis techniques
- Advanced English
- Readiness to travel and to have a 3-6 month's assignment

## We offer

From the very first day, we will support your further professional development within our team. You will have the opportunity to learn about your own skills and capabilities, and to develop personally. Beyond this, you will be able to integrate quickly into the Company, thanks to a wide range of development activities as well as continuous support from your BASF mentor.

**Working area:**  
Marketing

**Location:**  
Prague, Czech Republic

**Working hours:**  
Full-time

**Start:**  
Q3 2018

**Length:**  
24 months

**Address of the company:**  
BASF spol. s r.o.  
Sokolovská 668/136 D  
186 00 Praha

**Please apply to:**  
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 **BASF**  
We create chemistry