

GUCCI

timepieces & jewelry

GRADUATE TRAINEE - WW MARKETING ASSISTANT Temporary Assignment (6 months)



MISSION

If you are a Dream-maker, this is the place for you! Together, we'll create the real fabric of Gucci. A community of people united by the same passion: breaking new ground in the fashion world and beyond.

The role is designed for those who feel inspired by our company philosophy and aim to embody its essence. A great opportunity to contribute to the brand growth in a challenging yet joyful environment.

JOB OVERVIEW

As a Marketing Assistant, you will support the creation, execution, and management of innovative advertising campaigns and content across all media touchpoints. You will play a pivotal role in ensuring the seamless coordination and launch of 360 marketing campaigns that engage customers through a holistic brand experience. This is an exciting opportunity for a creative and driven individual to contribute to high-impact marketing initiatives.

KEY ACCOUNTABILITIES

ADVERTISING & CONTENT PRODUCTION

- Assist in the development and execution of advertising campaigns and content production.
- Manage timelines and schedules for content production and campaign launches, ensuring deadlines are met.
- Support with all postproduction and asset delivery.
- Participate in brainstorming sessions for creative campaign concepts and content ideas.
- Help manage content libraries, ensuring that all assets are organized and easily accessible.
- Define and create guidelines for advertisements and digital campaigns for Point of Sales Print Media & Out Of Home, paid social, web and ecards E-cards usages.

360 MARKETING LAUNCHES

- Support the coordination of 360 marketing launches, ensuring consistency in branding and messaging across all channels.
- Facilitate communication between internal teams to ensure seamless execution of campaign and project launches.
- Assist in preparing presentations and reports for management and cross-functional teams.
- Conduct thorough market research and engage in regular competitive intelligence gathering to identify trends, competitive actions, and potential opportunities.
- Perform administrative tasks related to the advertising and marketing department's operations.

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REQUIREMENTS

- Master's degree or in the process of completing a master's degree in marketing or Communication.
- First significant experience in Marketing within an International company.
- Experience in the luxury industry is a plus.
- Perfectly fluent in English and French. Italian is a plus.
- Mastering the Microsoft Office suite (Word, PowerPoint and Excel).
- Proactive attitude, stress-resilient and able to work in team in a dynamic and changing environment.
- Analytical and creative approach, solution oriented.

KEY CHALLENGES

Gucci is made of people who are diverse, talented, and unique. You are invited to come and show us the Dream-maker that you are. Gucci is committed to building a diverse workforce. We believe diversity in all its forms – gender, age, disability, nationality, culture, religious beliefs, and sexual orientation – enriches the workplace. It opens opportunities for people to express their talent, both individually and collectively and it helps foster our ability to adapt to a changing world. As an Equal Opportunity Employer, we welcome and consider applications from all qualified candidates, regardless of their background.

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