

GUCCI

timepieces & jewelry

Gucci Timepieces & Jewelry, one of the most reliable and consistent fashion watch & jewelry brands, with a clear design approach and positioning, has been designing, developing and manufacturing iconic Gucci watches since the early 1970s.

Rigorously made in Switzerland, Gucci watches are recognized for their innovative and contemporary design, quality and craftsmanship and are distributed worldwide through the exclusive network of directly operated Gucci boutiques and selected watch retailers and distributors. Gucci Timepieces & Jewelry has also been distributing the Gucci Jewelry collections, capitalizing on the expertise gained in the watch sector and leveraging the synergies between the watch and jewelry industries.

Gucci is part of the Kering Group, a world leader in apparel and accessories, which develops an ensemble of powerful Luxury brands.

For our offices based in Cortaillod (Neuchâtel/Switzerland), we offer a six-months trainee position within our Communications Department as a:

GRADUATE TRAINEE - COMMUNICATIONS

KEY RESPONSABILITIES

Events & Special Projects

- Coordinate regional and global events such as regional selling campaign, retail in-store activations, dedicated press day, including follow up with markets, Corporate offices and external providers.
- Coordinate with local markets and corporate offices to ensure the brand image and event guidelines are respected during local events.
- Update and coordinate the events calendar.
- Coordinate production of printed/digital tools and gifts related to the events.
- Consolidate WW orders and coordinate shipments to markets.
- Coordinate with Corporate offices and local market requests.

Media & Advertising

- Monitor WW retailer's websites sharing feedback and insights to regional teams
- Coordinate the digital resources to retailers for their websites and social media pages (images, videos, texts, and ecards).
- Benchmarking of competitors best practices.
- Help define the 360 product launches and global marcomm activation.
- Support on the development of ad hoc project from briefing to implementation.
- Coordinate and support on the advertising campaign.
- Coordinate influencer programs and activations with regions and global teams.
- Punctually support media planning team on the daily activities (media activity approval to material production).

PR & Digital Projects

- Monitor and analyze PR performance and media coverage through a dedicated on-line database.
- Coordinate gifting to influencers in alignment with Corporate Fashion offices.
- Coordinate translations of press releases

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- Coordinate visual assets, such as PR shots and still life images for both Watches and Jewelry in alignment with the photo studio in Florence and update all PR materials into the Gucci database.
- Support global and local projects with dedicated samples for press days, media shootings and events involving press and celebrities.
- Order PR samples for markets based on yearly PR strategy and forecasted market allocation.
- Coordinate logistics and inventory of PR samples and related tracking documents to ensure on time delivery worldwide.

JOB REQUIREMENTS

- Master / Bachelor degree in Marketing/Communication, or equivalent.
- Fluent in French/English, Italian is a plus.
- Proficient in Microsoft Office.
- Excellent communications skills, team spirit, details oriented, analytical and creative approach.

If you are interested to contribute to the success of Gucci Timepieces & Jewelry, we look forward to receiving your application.