

## **Who is Mastercard?**

We are the global technology company behind the world's fastest payments processing network. We are a vehicle for commerce, a connection to financial systems for the previously excluded, a technology innovation lab, and the home of [Priceless](#)<sup>®</sup>. We ensure every employee has the opportunity to be a part of something bigger and to change lives. We believe as our company grows, so should you. We believe in connecting everyone to endless, priceless possibilities.

## **Overview**

The Mastercard Intern Program is a (maximum) 6 months comprehensive program where graduates/undergraduates on their final year, will gain hands on real work-life skills while having fun and contributing to a global company.

## **The program is open to:**

- Recent graduates and undergraduates who are one year in advance of graduating
- Evidence of strong academics
- Excellent knowledge of English language
- Innovative thinking and ability to partner across the organization

## **Job Title, REF: 100**

### **Marketing, Intern**

The marketing team is responsible for the development and execution of marketing plans to support the Greek Cluster (Greece, Cyprus & Malta) in achieving its business objectives.

## **Role:**

This role is in the Marketing team, whose specific purpose is to:

- drive usage and Mastercard brand preference (and other Mastercard KPIs) through direct to consumer (B2C) communication channels
- develop & deliver innovative and high impact communication campaigns and initiatives to support Mastercard Sponsorship, PR and other marketing activities

The Intern, is responsible for supporting and driving Mastercard's vision of a World Beyond Cash by working with a team of marketers bringing a more dynamic, value-driven proposition while driving the consumer led strategy to create a valuable and consistent consumer experience at the merchants in-store and online

- Lead end-to-end design, delivery and execution of assigned B2C campaign activity
- Manage assigned project budget for media and production costs for projects
- Manage agency partner delivery of campaigns under management
- Manage cross-functional virtual teams for selected integrated campaigns

- Develop appropriate campaign performance targets to meet ROI objectives and ensure post-campaign reporting is delivered
- Manage day to day relationship with media, creative and digital agencies
- Work collaboratively with internal Sponsorship, PR, and other stakeholder teams to deliver fully integrated campaigns
- Ensure all policy, regulatory and compliance requirements are met for every campaign under management

**All About You:**

- Have an entrepreneurial approach and vision
- Proficiency in the usage of Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Fluent in Greek and English
- Strong research and analytical skills, attention to details
- Ability to learn quickly and solve complex problems
- Good communication, presentation, and organizational skills
- Hardworking and being able to work under pressure
- Experience across all forms of marketing and/or communications will be considered a plus
- Experience on digital marketing will be considered a plus
- Creative and innovative thinker
- Positive attitude
- Excellent team attitude

*Mastercard is an inclusive Equal Employment Opportunity employer that considers applicants without regard to gender, gender identity, sexual orientation, race, ethnicity, disabled or veteran status, or any other characteristic protected by law.*