**CASE IH Digital Marketing / Business Graduate  
CNH Industrial**

**Who are we?**

CASE IH, is part of the CNH Industrial group who are a world leader in the agricultural and construction equipment businesses. Case IH brings innovative products and market leading agricultural solutions and services to the agricultural community. In the UK and Irish markets these products consist of combine harvesters, telescopic handlers, balers, and of course, multi-purpose tractors which vary from 50HP all the way to our award winning 620HP Quadtrac with a price tag of near £0.5 million.

**Who are we looking for?**

There is an exciting opportunity to join the Case IH UK & ROI Marketing team, we are looking for an enthusiastic Digital Marketing and / or Business Studies Graduate with a keen interest in digital marketing for a 12 month placement to:

* Assist the Marketing Manager
  + Create exciting integrated marketing campaigns
  + Propose, create, launch, and monitor promotions
* Work with our PR company
* Manage the brands digital marketing material:
  + Social media management
  + Video and audio material
  + Digital lead capture tool management
* Support an array of tasks in and out of the office, including shows and field based events.

**Competencies and key behaviours:**

* A Marketing, Digital Marketing or Business qualification
* An understanding of agriculture is beneficial, a keen interest in machines is essential
* A willingness to get involved, roll your sleeves up and help with whatever is required. This will vary from the mundane to exciting
* A flexible and creative approach to problem solving
* Strong team spirit and ability to develop and work within a collaborative and supportive culture
* Willingness to travel throughout UK & Ireland with occasional international travel – valid passport essential
* A driving license is essential
* Excellent written and spoken English
* **A driving license is essential**

**For more information on the role, check out this video-** [Case IH Graduate Roles: Digital Marketing Internship - YouTube](https://www.youtube.com/watch?v=vqSpuXHIXNk)

**How to apply**

If you are an effective communicator with a “can-do” attitude, are proud of your problem-solving skills and you share our passion for machines, our brands and success ….congratulations, we want to hear from you!

Please submit your CV and cover letter to [hrrecruitment.ukroi@cnhind.com](mailto:hr-admin@cnhind.com)