



TRADE MARKETING SUMMER INTERNSHIP



ABOUT US

We're a premium British bike company that has been changing the game with ground-breaking, award-winning designs for over 22 years. Every Whyte is designed to deliver riders an exceptional experience – everywhere.

Whether on our innovative e-bikes, outstanding gravel or urban bikes, or our trail-blazing mountain bikes, we believe that anyone – regardless of age, gender, fitness or ability – can find freedom and joy on two wheels.

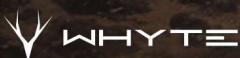
Today, our ambitions are stronger than ever as we look to build significantly on our premium positioning with leading Private Equity investment, a world-class leadership team, and a shared drive to disrupt the industry through intelligent engineering, technology, and style.

ABOUT THE ROLE

Whyte Bikes is seeking a highly motivated and dynamic Trade Marketing intern to join our team. In this role, you will play a crucial role in activating sales, running our Whyte Miles trade loyalty program, and bridging the gap between marketing and sales functions. This position requires a proactive individual with excellent communication skills, a passion for cycling, and a drive to deliver exceptional results. You will work closely with the sales and marketing teams to execute trade marketing strategies, drive brand awareness, and maximize sales profitability.

HOW YOU WILL MAKE A DIFFERENCE

- Support the execution of trade marketing plans and initiatives in alignment with the overall marketing and sales strategies of Whyte Bikes.
- Actively engage with trade partners, retailers, and distributors to activate sales and drive product awareness.
- Coordinate and manage the Whyte Miles trade loyalty program, including enrolment, communication, and rewards fulfilment.
- Liaise between the marketing and sales teams to ensure seamless collaboration and alignment on trade marketing campaigns and activities.
- Assist with marketing materials and promotional items, to support trade activities.
- Collaborate with the digital marketing team to implement targeted trade campaigns through various online channels.
- Monitor and evaluate the effectiveness of trade marketing activities, providing timely reports and recommendations for improvement.
- Build and maintain relationships with trade partners, retailers, and distributors, providing support, training, and promotional opportunities.
- Stay informed about industry trends, competitor activities, and market developments, contributing insights and recommendations to enhance trade marketing efforts.





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WHAT WE'RE LOOKING FOR

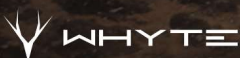
- Degree student/graduate in marketing, business administration, or a related field. Relevant internships or work experience in trade marketing or sales is ideal but not essential.
- A strong interest in cycling and familiarity with the bicycle market, including customer preferences and industry trends desirable.
- Excellent communication and interpersonal skills, with the ability to effectively engage with internal teams, trade partners, and stakeholders.
- Proactive and results-oriented mindset, with the ability to take initiative and drive projects forward.
- Strong organizational skills and the ability to multitask, prioritize, and meet deadlines in a fast-paced environment.
- Basic knowledge of trade marketing principles and strategies, with a willingness to learn and grow in the role.
- Proficiency in using marketing tools, software, and analytics is a plus.

WHAT WE CAN OFFER YOU

- Summer internship immediate start until end August.
- Employee bike discounts.
- Staff events.

Think you're a good fit? Send us your CV along with a covering letter explaining why you're the best person to help us change the game.

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