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Internship in Mass Communication (HR Employer Branding & Communication)

Robert Bosch Sdn. Bhd., Petaling Jaya, Selangor

Job Description

Task:

- I. Supporting employer branding, learning and development initiatives, social media branding to promote Bosch as a preferred employer.
- II. Developing social media content and impactful presentations.
- III. Coordinating events for employer engagement and branding.
- IV. Vetting job advertisement content to improve quality and company image.
- V. Supporting overall country HR topics, including but not limited to Learning & Development and Talent Resourcing.

Project:

- I. Supporting in People Acquisition Campus establishment projects.
- II. Supporting in HR communications platform improvement initiatives

Qualifications :

- I. Candidate that is pursuing a **Bachelor in Mass Communication/ Human Resource or related fields.**
- II. Preferable **6 months** of internship compulsory commitment.
- III. Required language(s): Proficiency in English communication (written and verbal).
- IV. Strong communication, branding and interpersonal skills
- V. Possess strong collaboration, organization and event management skills or exposure.
- VI. Required skill(s): PowerPoint presentation and knowledge in Creative media (Canva, Adobe illustrator, etc.)
- VII. Digital Literacy and analytical skills (e.g., Excel, Power BI) are an added advantage.
- VIII. Joining date: **August/September 2024.**



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talent_sourcing@my.bosch.com

