Summer Internship Program 2020

At Nike, curiosity is life. Technology, sports, connectivity, sustainable design and science unlock an incredible opportunity to experiment like never before. Nike interns are vital contributors to the company’s relentless pursuit of advancing human potential.

In Nike’s summer internship program, undergraduate students get a full immersion into the brand’s culture of curiosity and innovation. Interns interact with top company leaders, tackle complex business challenges, and build relationships and skills that endure far beyond their summer time at Nike.

A potential candidate will provide support the daily operation or special projects to our functional teams:

- Sales Team
- Marketing Team

Internship Duration:
- 29 June to 31 August 2020

Selection Timeline:
- Application opens until 8 May 2020

Interview for shortlisted candidates:
- Mid of May and onward

Offer confirmation:
- Week of 1 June 2020

Commencement of the program:
- 29 Jun 2020

Applications:

Interested candidates please send their detail resume with selected program to HR Department: job.hr@nike.com

(1) Sales Team – Marketplace Planning

Project Theme
- Marketplace planning – liquidation channel study

Objective of the Project
- Rationalize liquidation channel mapping in Taiwan
- Provide standard to partner team for liquidation channel management
Main Job Responsibilities

• Collect, classify and analyze data according to guidance
• Provide assessment and constructive suggestion to support mapping plan

No. of Intern required

• 1

Preferred Qualifications (e.g. Academic background)

• Senior undergraduate student or above

Special Skills required (e.g. computer, language)

• MS excel and MS ppt
• Familiar with research method. Proven ability of data processing

Remarks:

• Self-starter. Teamwork mindset
• Logical, feeling comfortable with data and numbers
• Having interests in learning retail/channel business
• Love sports

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(2) Sales Team – Business Planning

Project Theme

• Door planning enhancement

Objective of the Project

• Build up the door planning model to elevate Business Planning's forecast capability

Main Job Responsibilities

• Study the historical sales data
• Find the sales trend and logic to create the sales estimation.
• Build up workable door planning tool.

No. of Intern required

• 1

Preferred Qualifications (e.g. Academic background)

• Data management / Statistics major preferred
• Communication and presentation skills

Special Skills required (e.g. computer, language)
• Good at excel and other data analysis tools will be a plus.

Remarks:

• Need to sign keep-it-tight agreement because of sales data confidentiality

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(3) Marketing – Retail Brand and Store Marketing

Project Theme

• Retail traffic driver and reward program study
• Seasonal activity support

Objective of the Project

• To elevate retail promotion program and consumer experience
• To get knowledge of retail plan from business perspective
• To understand the consumer and provide valuable insights

Main Job Responsibilities

• Join FA20 retail activation planning, GWP programming and recap
• Retail investment KPI set up and ROI analysis.

No. of Intern required

• 1

Preferred Qualifications (e.g. Academic background)

• Marketing related department

Special Skills required (e.g. computer, language)

• Good intrapersonal and communication skills
• Fluent in English
• Known for basic excel and PowerPoint

Remarks:

• Passionate with Nike brand and sports
• Creative thinking.
• Good communication/people/presentation skills

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(4) Marketing – EKIN and Store Brand

Project Theme

- FA20 Women ambassador program
- Women consumer insight / retail experience study

Objective of the Project

- To cultivate young talent from project-based assignment
- To inspire talent from brand vision and innovative product
- To get insight and inspiration from potential young consumer
- To explore potential EKIN candidate for future opportunity

Main Job Responsibilities

- Drive seasonal retail ambassador program
- Collect and analyze consumer/retail experience feedback
- Collaborate with team to support seasonal campaign launch
- Join EKINs to inspire athlete*

No. of Intern required

- 1

Preferred Qualifications (e.g. Academic background)

- University student

Special Skills required (e.g. computer, language)

- Good intrapersonal and communication skills
- Fluent in English

Remarks:

- Passionate with Nike brand and sports
- A team player with inclusive mindset
- Love to connect with people

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