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career brochure

for every drop of your motivation

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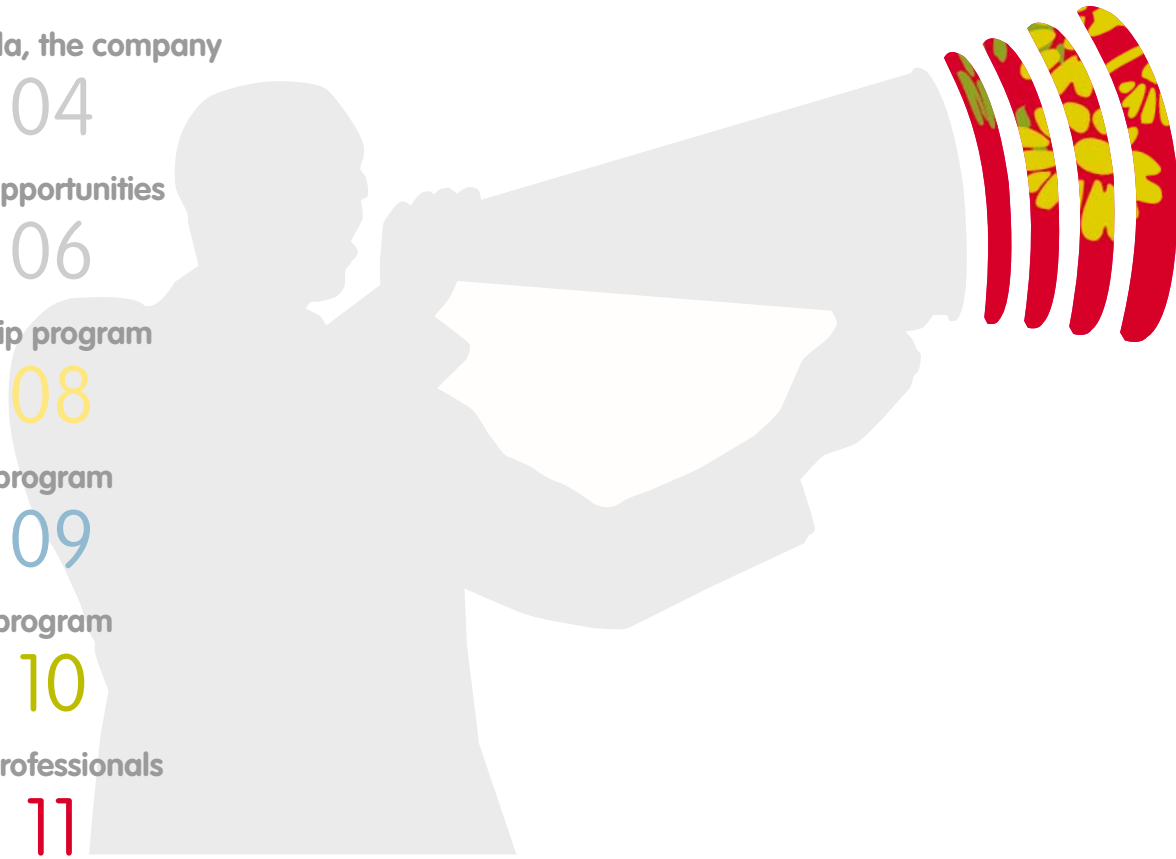
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# foreword

Coca-Cola is not just the world’s most valuable brand; as the symbol of a special attitude to life it is also an integral part of many different cultures across the globe. But where does this fascination for Coca-Cola come from? Naturally it has an unmistakable taste, which is the result of a formula which has been strictly guarded since 1886. But besides pure refreshment, this

passion for Coca-Cola connects people – irrespective of their age, gender, or nationality. The spirit of Coca-Cola becomes part of the image of each generation and influences the mindset of individual decades. As a result, Coca-Cola is already a legend in its own lifetime – something rarely achieved! After “O.K.”, Coca-Cola is the most understood word worldwide. The value of the brand is put at almost 70 billion dollars. But other brands such as Coca-Cola light (Diet Coke), Fanta, and Sprite are also well-known. In over 200 countries across the world people quench their thirst more than one billion times a day with products of The Coca-Cola Company. This makes a total of almost 110 billion liters annually.

As we deliver refreshment to our consumers, customers, and shareholders, we are committed to demonstrating integrity, respect, and passion as we cultivate genuine, trusting relationships that are essential to the continued success of The Coca-Cola Company. A career at The Coca-Cola Company is a truly unique experience. It is more than just working for the global beverage leader; it is also an opportunity to be a part of a company that impacts the world. Our employees are the heart and soul of The Coca-Cola Company and help make us a special part of people’s lives. For more than 100 years, Coca-Cola employees have led our success by living and working with a consistent set of ideals as we seek to benefit and refresh everyone who is touched by our business. This basic proposition of our business is simple, solid, and timeless. Come and find out about exciting career opportunities.



coca-cola,

Coca-Cola GmbH is the German subsidiary of The Coca-Cola Company, which is headquartered in Atlanta, USA, and holds the rights to almost 400 brands worldwide in the segment of non-alcoholic beverages.

the company

04 | 05

#### Manifesto for Growth

Coca-Cola GmbH is in particular responsible for national marketing, brand management, and other central functions, such as product and package development. Coca-Cola GmbH naturally carries out these national tasks in close collaboration with licensed bottlers, who are responsible for production, distribution, sales, and regional marketing. They supply supermarkets, companies, kiosks, cinemas, football stadiums, and HORECA outlets. In short: They get Coca-Cola products to consumers as quickly as possible, thus making them available "at arm's reach". Coca-Cola GmbH has approximately 160 employees. There are chances for you to join our company in the areas Marketing, Market Research, Finance, Public Affairs & Communications, Technical & Quality Management, and Human Resources.

The Coca-Cola Company is on a journey. It is a bold journey, inspired by our simple desire for sustainable growth, and fueled by our deep conviction that collectively we can create anything we desire. At its inception, the foundation for this journey has been termed our Manifesto for Growth. Our Manifesto represents the beginning of a journey which, in fact, will never end. It is a foundation upon which we will build sustainable growth as each and every member of the Coca-Cola system recognizes and invests in our rich long-term opportunities, while also accepting a renewed responsibility for meeting our short-term commitments. The goals are simple: We will reinvigorate growth for our company, and we will inspire our people. Likewise, our strategy is simple: We will accomplish our goals by building a portfolio of branded beverages, anchored in our icon, Coca-Cola®, and by enabling superior market execution

globally and locally – aligning and leveraging the power of our global network. Ultimately, this journey will be propelled by unleashing the collective genius of our organization that will make sustainable growth a reality. We take this journey because it is in our very nature to innovate, create, and excel. It is who we are.

# career

# opportunities

06 | 07

Coca-Cola GmbH stands for innovation, leadership and passion, collaboration and integrity, quality and responsibility. Put simply, Coca-Cola is a forward-looking company with a modern structure. And: Coca-Cola is a company which invests in tomorrow's managers.

If you want to reach the top, you need not only personal and multidisciplinary skills, but at the same time also development opportunities in a successful company. This possibility is offered to you by our entrance programs, with which you can start your career and continue the unparalleled success story of the world's most famous company. An excellent opportunity for creative and motivated people who believe they have what it takes to react flexibly to complex situations and challenging objectives.

- Internships
- Degree Dissertations
- Trainee Program
- Young Professionals

The world's most famous brand is looking for reinforcement. Whether young professionals or experienced business experts; smart individuals with personality have the best development chances at Coca-Cola GmbH.

In the year Coca-Cola was born daily sales averaged nine glasses. Today over one billion servings of beverages of The Coca-Cola Company are consumed worldwide on a daily basis. We also want to continue this unparalleled success story in the future. That is why we ensure that our employees not only enjoy working for Coca-Cola GmbH, but also give plenty of freedom to develop themselves both professionally and personally. Are you looking for a company where you can take on responsibility immediately and also have the freedom to realize your visions? And which can also offer first-class career opportunities? If so, welcome to Coca-Cola GmbH!

As a new colleague you can expect flat hierarchies, a motivating work atmosphere in a young team, international contacts, and training measures tailor-made to fit your needs.





# internship program

**Do you dream of developing the ultimate soft drink? Are you prepared to communicate the Coke message to the world? Or do you want to work on the new Coca-Cola TV spot? As an intern you will be involved fully in projects from day one and can put your theoretical knowledge to the test.**

Complete your internship in one of our following functional areas to make your first step into the world of Coca-Cola:

- Marketing – Brand Management
- Marketing – Advertising
- Marketing – eCommunications
- Market Research / Planning
- Human Resources
- Public Affairs & Communications
- Technical & Quality Management

Please take a look at the "Career" section for the internships we are currently offering at [www.coca-cola-gmbh.de](http://www.coca-cola-gmbh.de).

## Application

At Coca-Cola GmbH internships can be started at any time during the year. To complete the projects you are involved in, you should have five or six months available to you. The minimum practical duration of an internship is three months.

You can apply either online or send your application to Coca-Cola GmbH, Human Resources, Postfach 04 03 08, 10062 Berlin.

If you wish to apply for an internship abroad, we would request you to apply directly in the country in which you would like to complete your internship. Contact addresses can be found at our homepage [www.coca-cola.com](http://www.coca-cola.com).

## Professional requirements

- A successfully completed intermediate diploma or intermediate examination
- Initial practical experience in the desired core function, for example on the basis of an apprenticeship or internship
- Very good English skills
- Command of MS Office
- Prior temporary employment/studies abroad would be an additional professional advantage

Please include all relevant references in your application documents.

Additional useful information can be found in the special section "Tips for your application" at [www.coca-cola-gmbh.de](http://www.coca-cola-gmbh.de).

# degree program

08 | 09

**You want to complete your studies with a practice-oriented degree dissertation? We would be happy to support you.**

We fundamentally offer you the opportunity to write your degree dissertation about Coca-Cola. The prerequisite for this, however, is that you have already completed an internship at Coca-Cola GmbH, so that we have had the opportunity to get to know each other better, and you have had the possibility to familiarize yourself with our corporate structure. During your internship you will have the opportunity to establish your network within the company and find an advisor for your degree dissertation, with whom you can agree on a subject which is of interest both to you and the company. If a good fit is found, we are happy to offer you advice and support with your degree dissertation.

As a final year student writing your dissertation you will be supervised individually at Coca-Cola GmbH so that we can provide you with the best possible support for the completion of your dissertation. You can benefit from the professional expertise of your experienced supervisor.

The duration of your degree dissertation depends on the subject you are writing about and the dissertation regulations of your university or polytechnic. You determine the concrete timeframe together with your core function and Human Resources.



# trainee program



**You have decided to be part of the big picture right from the start? Get ready for the future by becoming a trainee in the world's biggest and most renowned beverage company and learn all the "how-tos" from the most competent professionals.**

The objective of the Coca-Cola GmbH Trainee Program is to provide you with a comprehensive understanding of the Coca-Cola system. And it will offer you excellent opportunities for establishing your own individual network. The 2-year Trainee Program includes competent supervision, comprehensive professional development, and many networking possibilities. Regular feedback discussions, mentoring and coaching allow you to gain a wide variety of experience and develop not only personally, but also with respect to your specific competencies.

## We are investing in your future!

Choose your focus out of one of the following functional areas:

- Marketing
- Finance
- Technical & Quality Management

To enable you to gain comprehensive system insight you will not only be based in your chosen focus area, but also spend a total of twelve months in various other functional areas.

With a foreign assignment which is integrated into the Trainee Program you also have the possibility to familiarize yourself with the Coca-Cola system at international level.

# young professionals

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## You have already gained your first professional work experience and are looking for a new and exciting challenge?

As a young professional with at least two years' work experience you have the possibility to start your career with us in the following functional areas:

- Marketing
- Finance
- Human Resources
- Technical & Quality Management
- Public Affairs & Communications

You will have the possibility to apply your expertise quickly to day-to-day business and will be involved from day one in project work for which you are personally responsible. Besides training on-the-job we complement your professional development with comprehensive specialist and multidisciplinary training measures, which enable you to strengthen your competencies and develop yourself further.

## Requirements

- A university/polytechnic degree in business/economics, communication science, food or beverage technology
- At least two years' experience in your desired functional area (e.g. Marketing)
- Excellent MS Office application skills
- Committed and target-oriented working style
- Very good German and English skills
- Passion for the Coca-Cola business and its brands





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