



## CREATE YOUR FUTURE

Verbinden Sie Studium & Beruf

## MASTERSTUDIUM AN DER SIBE

#SIBE #SteinbeisHochschule #Master #DualerMaster #Berufsintegriert #MBA #International #Management #Projectmanagement #Projectmanager #CustomerJourney #Marketing #Sales #Finance #Innovation #Communication #ConceptDevelopment #Strategy #ZEISS

You just finished your bachelor's degree and now want to get started right away with your master's program? Do you enjoy putting study content into practice immediately and thus creating added value for a company? Then realize your ideas at our partner companies!

### **Project Manager Marketing ZEISS Brand Experience (m/w/d) in Aalen**

#### **TASKS**

- Operate within a global company matrix and develop strategies to build long-term business and profits
- Work in conjunction with Sales-, Marketing- and Finance-teams to provide retail business services and ongoing concept development of the ZEISS Customer/ Consumer Journey
- Coordinate projects closely with product management, sales development, technology & innovation, training and market communication departments
- Ensure an ongoing concept and business development incl. KPI tracking for the business success of ZEISS Partner with the Consumer Journey
- Project- and processmanagement
- Development of global campaigns and marketing tools with local entities, ensuring global consistency and regional efficiency
- Development and execution of trainings for Eye Care Professionals based on the ZEISS Customer / Consumer Journey
- Supervise the briefing and taking the lead of affiliated advertising agencies
- Identify new strategic partners, like agencies and suppliers

#### **PROFILE**

- Successfully completed bachelor's degree in economics, natural science or medicine
- Proven project management skills
- Ability to manage projects in an international environment
- Strategic thinking as well as strategy development skills
- Experienced in MS Office
- Organised, independent individual with strong project management ability
- Proficient in English language
- Proficiency in Adobe Indesign, Photoshop, Illustrator, with knowledge of video editing software a plus

#### **STUDY PROGRAM**

Do you enjoy putting seminar content directly into practice and thereby actively shaping the future of companies? With your master's degree at the School of International Business and Entrepreneurship (SIBE), the Graduate School for Leadership & Management at the Steinbeis University, you can do both: During your two-year job integrated master's degree, while working full-time in the company, you focus on working on a real project as well as on your personality and competency development.

You will directly apply the knowledge you gain in your company's project since the SIBE follows an Experience Based Curriculum (EBC). You and your peers will constantly reflect on your own development of competencies and surpass yourself! Within your small international studies group, you will constantly interact on our E-Campus, diverse discussion and task formats are waiting for you!

You can combine either the German-US-Dual-Degree (M.Sc./MBA) study programme or the M.Sc. International Management with this job. Link to an overview of our programs: <https://sibe-edu.com/programs/>

#### **COMPANY**

As a student worker, you will work side by side with your coworkers as equals in an environment which will allow you create the ideal conditions for your future career.

In a spacious modern setting full of opportunities for further development, ZEISS employees work in a place where expert knowledge and team spirit reign supreme. All of this is supported by a special ownership structure and the long-term goal of the Carl Zeiss Foundation: to bring science and society into the future together.

Join us today. Inspire people tomorrow.

Diversity is a part of ZEISS. We look forward to receiving your application regardless of gender, nationality, ethnic and social origin, religion, philosophy of life, disability, age, sexual orientation or identity.

Additional Information about the SIBE Master programmes with ZEISS is provided at <https://www.steinbeis-sibe.de/Zeiss>

#### **BENEFITS**

- Dual degree
- International focus
- Attractive study conditions
- Implementation of a real study project in theory and in practice
- Mentoring for the time being in your company and in your graduate program
- Professional training to become a junior manager

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#### **Reference Number**

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[www.saphir-deutschland.de](http://www.saphir-deutschland.de)



#### **Apply now**

#### **Contact**

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