



Steinbeis Student - Junior Marketing Manager (f/m/x)

Aalen

Step out of your comfort zone, excel and redefine the limits of what is possible. That's just what our employees are doing every single day – in order to set the pace through our innovations and enable outstanding achievements. After all, behind every successful company are many great fascinating people.

Your role

- Set-up and co-lead small projects (Product launch initiatives, B2B, B2B2C and B2C marketing campaigns) within the Vision Technology Solution-Commercial Team (Market Insight, Global Marketing, Launch Management) besides the strategically relevant project in the context of the dual Master studies
- Close interaction with a wide range of colleagues from different departments (e.g. Product Management, Global Marketing & Sales Organizations, Communication & Marketing Lenses) and many other business functions to ensure a seamless customer and consumer journey and brand perception around the globe
- Management and coordination of the marketing and communication material localization (in adherence to MDR standards) to offer support to our countries and customers
- Process development to update and develop new marketing assets and campaigns for the whole product portfolio
- Process development to adapt/turn local marketing initiatives into international campaigns and enablement of best practice sharing
- Support in day-to-day business tasks, i.e. external and internal correspondence, preparation of presentations and meetings, agency briefings for marketing collaterals)

Your profile

- You have a bachelor's degree in communication, business studies or marketing and are looking for a dual master program
- You have gained first work experience through internships in marketing and commercial departments, especially in B2B and or B2B2C
- Experience in the medical sector is a plus
- You are creative with a good sense for design and usability and can prepare and communicate complex content straightforward, concise and tailored to the needs of the target group
- You are consumer and customer focused - working towards the true understanding of consumers and customers to create initiatives that improve their lives
- You have strong communication skills and feel comfortable communicating and working in English (both written and verbal)
- You have the want to be part of and integrate into a global team
- You are a true team player and like to interact with many different stakeholders from different intercultural backgrounds
- You are well organized and able to prioritize different tasks, have high-quality standards for your own work and great analytical skills
- You are familiar with MS Office (Word, Excel, Power Point), ideally familiar with Adobe Creative Suite

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.

Apply now! It takes less than 10 minutes.

Your ZEISS Recruiting Team:
Franziska Gansloser, Selina Safradin