



Working Student Change Management and Communication (m/w/x)

Oberkochen

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

As part of the ZEISS Key Group Program 'Shaping Customer Excellence' we are implementing salesforce.com as our new CRM platform. Within this project "NextGENCRM" the Working Student Change Management & Communication will support the change & business enablement workstream, working closely together with the workstream lead.

- Design and manage the project's info hub on the ZEISS intranet, update it regularly with new information, texts and videos and keep employees engaged
- Create content such as text, images, gifs and videos to increase awareness and enablement of CRM end users
- Develop and create storyboards for video creation
- Support the Change Management workstream with activities that show end-users the "What's in it for me" (WIIFM)
- Community Management for the NextGenCRM Network (editorial plan, text, interactive activities etc.)
- Develop a concept for gamification and support in the creation of activities
- Support user experience and enablement for the global ZEISS Group
- Assist the team with general administrative matters to ensure the smooth running of the project, as well as preparing communication materials such as presentations, emails, letters, etc.
- Become part of a great team that is connected by a "we-feeling" and realizes the common project vision

Your profile

- Enrolled in a degree program in Media, Communication, Marketing, PR, Journalism, Business Administration or a comparable course of study
- Initial or in-depth experience in the development and delivery of target group-specific texts
- Passion for creating content and texts, images and videos is a plus
- Very good MS Office skills (PowerPoint, Word, Excel, Teams)
- Hands-on mentality and solution-oriented, creative mindset
- Very good communication skills in German and English, written and verbally

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