



PER|SON|AL|I|TY, noun;

Expression of character.  
Is present in all forms of our work.

For more than 270 years we have found, published and distributed the works of science pioneers at De Gruyter (pronounced: [də 'ɡʁʊɪtɐ]). In 28 disciplines, from A as in Arts, or M as in Material Sciences, to T as in Theology and Religion, we produce relevant publications. From Basel, Berlin, Boston, Munich, Beijing, Warsaw and Vienna we send knowledge into the world. And never stop learning - in our culture of courageous zeitgeist, charming enthusiasm and enjoyable expertise. Do you want to know? Welcome to De Gruyter!

## WORKING STUDENT PRODUCT MARKETING (F/M/D)

📍 BERLIN | ⌚ STAND-IN / TEMPORARY | 📅 15.09.2020

Our Product Marketing division is responsible for the planning, support and implementation of marketing campaigns. In your role, you will be responsible for supporting the team in day-to-day business and for overarching projects in close cooperation with the Senior Marketing Manager. The position is initially limited to 1 year with scope for extension. The weekly working time is 20 hours.

### Your tasks

- Aid the development and testing of new approaches
- Help delivering important projects with the supervision of the relevant project marketing manager
- Implementation and support delivering multi-channel marketing campaigns globally
- Measure the success of marketing activities such as e-mailings, landing pages, advertising, etc.
- Set up, monitor and adjust advertising such a Facebook, Google, Amazon
- Perform competitor and trend analysis

### Your profile

- Student of a marketing, media communication or economics or comparable courses
- Some practical experience in digital marketing / social media
- Good analytical skills, ideally knowledge of Google Analytics
- A good knowledge of common office programs (in particular excel)
- Enthusiasm and willingness to try things out and learn new systems (e.g. Salesforce Marketing Cloud)
- Excellent communication and organizational skills, commitment and creativity
- Very good knowledge of written and spoken English and German

### We offer you

- An exciting professional challenge for one of the innovation drivers of the publishing industry
- Extensive benefits for a healthy, balanced life and work
- Time and space for curiosity, learning and development
- Passionate colleagues in diverse teams

**Apply now**

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