

WE NEED **YOUR POWER.**



To strengthen our international team in Munich, we are offering a part-time position as:

**Working Student Direct Marketing/ CRM (m/f/d)**

We are a team of 40+ Digital Marketing Managers in 9 countries that handle campaigns in more than 30 countries. Learning, experimenting, automating and collaborations are the heart and soul of our team.

Whether you are a Working Student or Team Lead, you'll receive regular skills workshops and mentoring sessions. Willing to play a big part in our future? We'd love to hear from you. Join a team of over 700 employees in the whole of Europe.

**Your Tasks:**

- You are responsible for providing support to the Direct Marketing team (Newsletter, Print, and Push) and coordinating their work with the countries. Administrative support of direct marketing central department.
- You assure that the reporting of relevant KPIs is always up to date.
- You manage all marketing tools, contracts, and invoices for all countries. Support in the use of direct marketing tools (newsletter, print and push notifications) for direct marketing central and shop representatives.
- Support in creation, briefing, and monitoring of report analyses, templates, audiences, target groups, and multi-channel direct marketing campaigns.
- You support all marketing managers with training, meetings, and making sure that the intranet is always up to date.
- Collaboration in pilot projects and testing with IT.
- You will have different stakeholders and work in an agile matrix organization.

**Job requirements:**

- You are available for a minimum of 16 hours per week for at least one year.
- You are enrolled in a university – ongoing studies Bachelor at least 4<sup>th</sup> semester/ Master in e-commerce, information technology, marketing, communications, or related.
- Knowledge of or interest in data structuring and data mining.
- Ideally, you have the first-hand experience of direct marketing from an internship or university course.
- You provide a highly analytical mindset and are keen to work intensively with numbers, statistics, and reports.
- You impress with your clear and appreciative style of communication in English on a native level. Any other European language is a plus.
- You provide strong self-organizational skills and you are confident using Excel and PowerPoint.

**Your perspectives**

- Have an impact. We regularly provide you with deep insights into our business strategy and departmental KPIs and offer you the chance to shape zooplus with your input and ideas.
- Trust-based working. We don't punch the clock – organize your schedule. We trust in what you do!
- Push boundaries. Everyone is equally important and works together on uncharted challenges alongside inspiring colleagues from all over the world.

You want to know more? Let's have a talk! Apply now via our online application form at <https://jobs.zooplus.de/>.

**zooplus Talent Acquisition Team**

zooplus AG, Sonnenstraße 15, 80331 München