

KWS Berlin GmbH - Marketing & Sales



KWS KWS is one of the world's leading plant breeding companies. With the tradition of family ownership, KWS has operated independently for more than 160 years. It focuses on plant breeding and the production and sale of seed for corn, sugar beet, cereals, potato, rapeseed and sunflowers. KWS uses leading-edge plant breeding methods. 5.147 employees represent KWS in more than 70 countries. For more information: www.kws.com. Follow us on LinkedIn® at <https://linkedin.com/company/kwsgroup/>.

Working Student Digital Marketing (m/f/d)

Do you want to gain your first insights into digital marketing and market research during your studies in an international company? Then you've come to the right place. We are looking for a Working Student (m/f/d) in Digital Marketing and Market Research for approximately 20 hours per week, starting as soon as possible, for at least three—ideally six—months in the Global Marketing and Communications department at KWS SAAT SE & Co. KGaA in Einbeck, with the option to work from home. Try things out and develop yourself further—with us, you'll be involved from the very beginning and have the opportunity to work on interesting projects.

City: Einbeck; Starting date (earliest): At the earliest possible; Remuneration: E02;
Reference number: 16368

Tasks

- Supporting the Global Marketing and Communications team with a focus on digital marketing
- Contributing to the design of the global KWS intranet and internet presence
- Improving SEA/SEO/GEO (advertising and optimization for search engines and AI bots) activities for international markets
- Supporting our international customer feedback survey

Requirements

- You are an enrolled student (m/f/d) in business administration, agricultural sciences, or a similar field
- Interest in market research, especially in measuring customer satisfaction
- Good IT skills and an interest in working with modern software
- Reliable and independent working style
- Good written and spoken German and English skills

What we offer

- Insights into an international company at the forefront of agricultural innovation
- The opportunity to work in a small, motivated team on digital farming solutions for global markets
- Exciting tasks and projects with a steep learning curve, where you can contribute your ideas and take on responsibility
- The possibility to write your thesis with us
- An open and collaborative corporate culture with a family-like atmosphere
- Flexible working hours and hybrid working options, especially during your exam periods

Application

Would you like to combine agriculture with digital innovation? Then we look forward to receiving your application via our SuccessFactors system. Simply use the "Apply" function in the online job posting.

More information at <https://stellenticket.de/202967/HAWK/>
Offer visible until 11/05/26

