

GPE Global Production Engineering UG



GPE UG supports the Global Production Engineering (GPE) master's programme at Technische Universität Berlin by managing its administrative and operational activities. Working closely with TU Berlin, the company supports the organisation and delivery of the programme and serves as an interface between prospective and current students, academic staff, alumni, and external partners. As part of a small and international team, GPE UG also contributes to the programme's international recruitment, communication, and community-building activities.

Working Student / Marketing Intern - GPE

City: Berlin; Starting date (earliest): At the earliest possible; Duration: minimum 6 months; Remuneration: 15,08€ per hour

Tasks

Marketing Strategy & Target Audiences

- Assist in defining and validating international target audiences and personas
- Develop and test target-audience-specific messages
- CRM & Lead Management
- Assist in setting up and maintaining a CRM system
- Develop a lead structure and segmentation, e.g., by region of origin, professional experience, areas of interest, and readiness to apply
- Designing follow-up and lead nurturing processes
- Assisting with the development of a KPI dashboard for the recruiting funnel
- Systematically recording and tracking acquired leads
- Monitoring & Reporting
- Defining and monitoring relevant KPIs
- Analyzing the performance of individual marketing initiatives
- Preparing regular reports for program leadership and management
- Identification of optimization measures

Requirements

- Degree in marketing, business administration, international management, communications, economics, or a related field
- Strong interest in international marketing and higher education marketing
- Initial practical experience in marketing, business development, or recruiting is a plus
- Analytical and structured approach to work
- Interest in CRM, marketing automation, and data-driven marketing
- Very good English skills; knowledge of German is a plus
- International experience or intercultural competence is desired
- Ability to work independently and a passion for building new structures

Particularly Relevant Skills

- Excel / data analysis
- CRM systems
- Email marketing
- LinkedIn campaign management
- Google Analytics or web analytics
- Market and competitive research
- KPI reporting

What we offer

We offer you competitive compensation based on the TV Stud collective bargaining agreement (up to 80 hours per month), flexible working hours, and plenty of freedom to shape your work. In our small, international team, you can expect quick decision-making processes, a relaxed and uncomplicated work environment, and the opportunity not only to suggest your own ideas but also to try them out and implement them on your own.

Application

Please send your full application including your CV, Cover Letter, and Current Enrollment Documents to mintchev.krassimirov@tu-berlin.de

More information at <https://stellenticket.de/206620/BEUTH/>

Offer visible until 06/09/26

