

Job Title: Working Student Product Marketing B2B (m/f/d)

HRS AS A COMPANY

HRS is reinventing the way businesses and governments work, stay and pay in today's dynamic global marketplace. HRS' advanced platform technology is extending its reach beyond hospitality to meetings, office space management, payment efficiency and crisis recovery.

Beyond cost savings in the global post-pandemic economy, HRS clients gain from an unrivaled focus on essential aspects including safety, security and satisfaction.

HRS is also recognized for its award-winning Green Stay Initiative, technology that helps corporate hotel programs achieve their NetZero targets. Founded in 1972, HRS works with 35 percent of the global Fortune 500, as well as the world's leading hotel chains, regional hospitality groups and payment providers. More information at www.hrs.com/enterprise.

BUSINESS UNIT

The Marketing business unit combines a global team of experts, spanning from brand, communications, product marketing, social media as well as latest digital marketing and event capabilities. We are focused on creating next level experiences for our customers, prospects and partners when exploring our value proposition and innovative solutions. We aim to maximize impact of our campaigns and work in cross functional teams together with our sales and product development colleagues. We are driven by a mindset of growth and development, always leveraging latest technologies to support our lead and demand generation. By building and expanding a global network of industry partnerships to expand our thought leadership, we are on an ongoing journey to identify the next best solutions in order to market our products and solutions.

We are looking for a Cologne or Berlin based **Working Student Product Marketing (m/f/d)** to support our global Marketing team.

CHALLENGES

- Support the team of international Product Marketers on their mission
- Learn and apply skills on marketing automation and CRM tools
- Support the development of marketing and promotion assets
- Learn and support on latest social media tactics on linkedIN
- Help to bring the HRS event experience to the next level
- Interact with other internal parties and agencies

FOR THIS EXCITING MISSION YOU ARE EQUIPPED WITH..

- Study of business informatics, event management, or marketing in the 3rd bachelor's semester or higher
- Strong interest in the digital economy and tourism industry
- Strong understanding and interest in digital technologies
- Knowledge of web and application development fundamentals desirable
- Strong communication and organizational skills with an open, positive personality
- Very good knowledge of German and English, both written and spoken
- Confident in MS Office applications, especially PowerPoint and Word

PERSPECTIVE

Access to a global network of a globally united and mutually responsible "Tribe of Intrapreneurs" that is passionately dedicated to renew the travel industry and while doing so reinvent the ways how businesses stay, work and pay.

Our entrepreneurial driven environment of full ownership and execution focus offers you the playground to contribute to a greater mission, while growing personally and professionally throughout this unique journey. You will continuously learn from a radical culture of retrospectives and continuous improvement and actively contribute to making business life better, smarter and more sustainable.

LOCATION, MOBILITY, INCENTIVE

The attractive remuneration is in line with the market and, in addition to a fixed monthly salary, all necessary work equipment and mobility, will also include an annual or multi-year bonus.