

# Marketing – Working Student

[Part Time, 20h/week]

FAST GROWTH SME

SUSTAINABILITY

MARKETING

CHEMICAL INDUSTRY

START-UP MINDSET



As soon  
as possible



Cologne, Germany

Flexible home/office working in the  
Cologne area, Germany

You will be supporting our marketing and business activities by testing, validating, improving and scaling our digital and in-person marketing activities, all with close mentoring from the marketing team leadership.

**ABOUT**  carbonminds

Carbon Minds is a data analytics company and data provider. We use a digital model of the global chemicals and plastics industry to offer our clients unprecedented levels of transparency about their environmental impacts.

We are a fast growth SME with a range of high-impact projects and major partners. Our working culture is flexible, friendly and motivated. We are a close-knit team working in a mutually supportive atmosphere for a common goal: sustainability.

## RESPONSIBILITIES

- Preparing data, doing some analysis and participating in the decision making process that guides our marketing activities
- Take a crucial supporting role in key marketing areas such as social media marketing, SEO and content marketing, SEA, email marketing, corporate events, and other digital marketing activities
- Co-ordinating marketing activities with internal and external partners
- Working at the interface between marketing and sales by supporting sales workflows, collecting data, and helping co-ordinate the activities of the two teams
- Researching market, positioning and client information, then documenting and presenting it
- Operating at many levels in the content production process, from content strategy to coordinating content creation

## JOB REQUIREMENTS

### Position type

- Working student

### Education/Degree

- You are in your first year Master studies in Marketing or similar
- Your current plans for studying are compatible with your plans to work part-time with us for an extended period
- No formal knowledge of corporate sustainability or the chemical industry is required, but it's a plus

### Required experience

- Familiarity with the LinkedIn platform
- Broad knowledge of digital marketing
- Proven research skills
- Experience of any of the following is a bonus: LinkedIn ads, Google ads, SEO, content marketing, email marketing, website optimization, copywriting

### Language requirements

- Fluent in English, with excellent written English
- German is a plus but not a must

### Additional soft skills

- Highly organized
- Comfortable balancing a lot of different tasks
- Responsive
- Committed to sustainability

## BENEFITS AT CARBON MINDS

- Flexible working hours, compatible with university study
- Located in the Cologne area with potential for flexible home/office working
- Rapid professional development from a wide range of experiences in varied marketing tasks
- Real investment in guidance and mentorship to help you develop your skills as a marketer and as a professional
- Competitive salary for a working student position
- Last but not least: **Doing good for the environment!**



Please send (as a minimum) your CV with relevant work experience, a cover letter highlighting your motivation for the job, certificates from university degrees and the respective overview of grades to [application@carbon-minds.com](mailto:application@carbon-minds.com). Feel free to attach further documents you think are important.