
WORKING STUDENT MARKETING/DESIGN

Munich | 10-20h per week | 18€/hour | flexible working time and place

We are looking for a **design, business or marketing student** (m/f/d) who seeks to make innovation happen with a hands-on approach. You will support the development of new, cutting-edge products and services for our clients, implement marketing-related assignments, and integrate your own creative and conceptual ideas.

You should have a talent for writing (EN/DE) and an eye for visual aesthetics.

- Your CV
- About 299 words on one of those topics:
 - “Art and Entrepreneurship”
 - “Being real on Instagram?”
 - “Ethics in influencer marketing”
- Your enrolment certificate
- Your grades are not important to us

Who is Wyte?

Wyte is a collective of entrepreneurs unlocking innovation at corporates. We call this startup-as-a-service. Together, we make innovations happen in both digital and technical domains. We follow an approach related to human-centric design and mix people with very different backgrounds to create products and services that work. We also develop our own products, just like a start-up.

Working at Wyte is all about evolving creatively and growing personally, whilst making a change to the world. Both in the big and the small way. You will be working in a young company with open-minded people ready to break with the status quo. Of course, we work hard at times, which does not necessarily mean long hours. Great ideas need contemplative moments of pause and reflection to flourish. Hence, we encourage both a good work-life balance as well as the self-responsibility to stimulate inspiration.

What you will be doing

As a working student, you will assist with various projects, both external and internal while bringing in your own ideas and expertise. As a creative, yet self-organised person, you will take responsibility for your own areas of work and push those forward. Your most important tasks will be:

- Managing and monitoring online marketing campaigns (Facebook, Instagram, LinkedIn, etc.) in B2B and B2C contexts
- Content creation on a conceptual and practical level, including images, text, and video
- Supporting the market launch of new digital products, i.e. carrying out user interviews, supervising pilot customers or running online surveys
- Helping out with pitch decks and other sales- and marketing-related documents like one-pagers, case studies or whitepapers

Your experience and education

We empower a culture of diversity and inclusion, self-taught abilities, and creative thinking. We admire people who are ready to challenge themselves and others. This needs everyone to embrace different points of view and find joint solutions in discourse. For the job to be a perfect fit, some of the things listed below should apply to you:

- Ongoing studies in related field (Bachelor or Master in business, design or marketing) at a German university, preferably Munich
- A talent for writing, both in German and English
- Basic knowledge on Photoshop and InDesign
- Knowledge on cutting videos is a bonus
- A sense for products and empathy for its users
- A hands-on mindset and ability to get things done independently
- Great communication skills, fluent in German and English
- Ideally some entrepreneurial experience (failures are ok)

You should have the following kind of mindset

We are especially interested in candidates that are multidimensional. In other words, they combine very different competencies and talents in one person. We are looking for the unusual and apparently conflicting individual. These points make you even more interesting:

- Unorthodox thinking
- Don't cling to status quo
- Open for change, do things all over again
- Fascination for new materials, techniques, approaches to design
- Like to break things
- Do things differently

- Artistic sensitivity
- High interest and self-propulsion to learn
- Humor and don't take everything too seriously