

ASiiA Job Offer

Reference Number	1002
------------------	------

Job title and application settings

Job Title	Marketing Intern		
Start Date	Annually in January, April, September	End Date	Negotiable
Application Deadline	3 months prior to planned start date	Internship Duration	3 months
Hours Per Week	35	Flexible on Dates?	yes

Company Information

About the Company	<p>The company is a medium-sized company based in Dresden and active in the areas of statistics and analytical quality assurance. Drawing on state-of-the-art statistical methods, it develops software products and provides services for its international clientele. The trainee will be employed in the marketing department. The company provides its statistical expertise and consulting services to support industry, research and government in quality assurance and process optimization. We specialize in inter-laboratory testing, validation of measurement methods, experimental and sampling design. The company produces original research and collaborates with international institutions to develop and validate methods. Our interdisciplinary team of scientists, mathematicians and statisticians brings together scientific and technical know-how to reach the highest standards in research quality.</p>		
Contact Person	For further information please contact Claudia Schönherr	Email	asiia@leo.tu- dresden.de

Internship Details

Tasks	<p>preparation of market research studies in the field of biotechnology and/or laboratory information management and/or analytical quality assurance; assistance drawing up direct marketing campaigns; support for planning and organization of marketing events; draft and development of marketing material; market analysis for upcoming products. Due to the specific core competences of the company, its marketing department is planning and performing all marketing activities itself. The main fields of work in the marketing department are: direct marketing (especially by e-mail), web-marketing, public relations, market research, planning and realization of internal and external events and social media marketing. A traineeship at this company is a good opportunity to become familiar with all instruments of the marketing mix.</p>
Supervision/ Monitoring	<p>Monthly feedback talks with the tutor, including a kickoff talk and a final exchange of impressions, Responsible contact person for operative and organizational aspects of the traineeship available all day. All employees of this company speak fluent English.</p>

	The trainee will receive a letter of reference.																
Required Skills to Fulfill Tasks	Basic ideas of marketing, Basics of direct marketing, especially e-mail marketing, Basics of market research and analysis, Working in a team with marketing experts and scientists, as well as independently, Bringing together ideas from both sides to create appealing as well as Informative campaigns and content, Good grasp especially regarding the scientific background of our work, Good communicative skills Deepening German skills through everyday communication																
Required Computer Skills	Microsoft Office Content management systems such as Typo3 or Wordpress (advantageous) Adobe CS (advantageous)																
Field of Study Required	Natural Sciences, Social Sciences, Economics, Humanities																
Level of Studies Accepted	<table border="0"> <thead> <tr> <th colspan="2">Currently In</th> <th colspan="2">Already Completed</th> </tr> </thead> <tbody> <tr> <td>Bachelor's</td> <td><input checked="" type="checkbox"/></td> <td>Bachelor's</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Master's</td> <td><input checked="" type="checkbox"/></td> <td>Master's</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Ph.D.</td> <td><input type="checkbox"/></td> <td>Ph.D.</td> <td><input type="checkbox"/></td> </tr> </tbody> </table>	Currently In		Already Completed		Bachelor's	<input checked="" type="checkbox"/>	Bachelor's	<input checked="" type="checkbox"/>	Master's	<input checked="" type="checkbox"/>	Master's	<input type="checkbox"/>	Ph.D.	<input type="checkbox"/>	Ph.D.	<input type="checkbox"/>
Currently In		Already Completed															
Bachelor's	<input checked="" type="checkbox"/>	Bachelor's	<input checked="" type="checkbox"/>														
Master's	<input checked="" type="checkbox"/>	Master's	<input type="checkbox"/>														
Ph.D.	<input type="checkbox"/>	Ph.D.	<input type="checkbox"/>														
Language Level Required	English C2- native, no German required																
Other Skills or Qualifications	---																

Remuneration	
Payment	To be determined in an interview with the company
Non-monetary Benefits	---