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GLOBAL TITLE
Working Student – Marketing

LOCATION
Munich

WHAT YOU’LL DO
We are seeking a strong candidate to support our Corporate Finance & Strategy Practice Marketing team in the planning and execution of client events, preparing reporting materials, coordinating the preparation and sending of internal newsletters, operating and maintaining websites.

YOU’RE GOOD AT
Supporting the planning and execution of events

- Updating invitee lists/databases for events, working with the CRM and related teams
- Creating event support materials such as welcome books and surveys
- Coordinating the interface to adjacent BCG teams assisting with event organization

Maintaining BCG’s marketing systems and platforms

- Liaising with local Marketing teams and Assistants to improve the quality and volume of relevant contacts at core clients and targets in BCG’s contact database
- Working closely with the PA Marketing Team on data-driven marketing projects
- Maintaining internal websites

Supporting internal communication activities and platforms

- Collecting input from stakeholders and drafting internal communications (e.g., newsletters)
- Preparing and sending out internal communications using the campaign mailing tool
- Updating the practice’s knowledge management system and practice credential materials

Tracking marketing effectiveness and running marketing reporting

- Updating the practice’s marketing “dashboard” along key metrics based on BCG’s Marketing analytics platform
- Evaluating the success and impact of practice area events and partnerships
- Tracking media coverage of our publications and other marketing activities
- Tracking competitors’ marketing and communication activities
YOU BRING (EXPERIENCE & QUALIFICATIONS)

- Ongoing Bachelor’s or Master’s studies with high academic achievements preferably in informatics, business informatics or business studies with marketing focus
- Ability to work in a structured way, attention to detail
- Interest in and willingness to develop solid understanding of the subject area
- Creative, yet structured problem solver and autonomous self-starter
- Able to work in a fast-paced environment and to manage multiple tasks in parallel
- Strong organization and project management skills
- Strong analytical skills
- Excellent written and verbal communication skills in English; German is a plus
- Strong interpersonal credibility, reliability, and service mentality
- Highest ethical standards, able to maintain discretion and confidentiality

WHO WE ARE

Boston Consulting Group (BCG) is a global management consulting firm and the world’s leading advisor on business strategy. We partner with clients from the private, public and not-for-profit sectors in all regions to identify their highest-value opportunities, address their most critical challenges, and transform their enterprises. Our customized approach combines deep insight into the dynamics of companies and markets with close collaboration at all levels of the client organization. This ensures that our clients achieve sustainable competitive advantage, build more capable organizations, and secure lasting results. Founded in 1963, BCG is a private company with 90 offices in 50 countries.

BCG's Center for Knowledge & Analytics works in close collaboration with the consulting teams and other groups within our firm to help acquire, retrieve, organize, and analyze the knowledge that enables BCG to deliver superior business value for its clients. Our role is to be a trusted partner and catalyst for all parts of BCG in facilitating the development of knowledge as a core competitive advantage and building our firm’s reputation as a global leader in business consulting. Ultimately, our efforts create a firm-wide culture of knowledge sharing and collaboration.

The Corporate Finance & Strategy Practice (CFS) is BCG’s largest practice and combines rich expertise in corporate strategy concepts with a management methodology designed to create sustainable value for BCG clients. Our business is composed of four major businesses (corporate strategy & value acceleration, Transactions, CFO Excellence and Innovation) and 2 priority topics (Digital & AI as well as TSI/Sustainability). We deliver strategic and analytic approaches that allow senior management to effectively deal with challenges such as generating growth, innovating companies, managing a portfolio of assets, forming a world-class finance organization, understanding risk, and responding to the way capital markets assess companies today. Taking swift action and navigating the strategic paths in turning around and restructuring a business for long-term survival is also part of our offering.

EQUITABLE OPPORTUNITY

The Boston Consulting Group is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, colour, age, religion, sex, sexual orientation, gender identity / expression, national origin, disability, protected veteran status, or any other characteristic protected under federal, state or local law.

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