

Marketing Consultant Strategy/Prototype project.

Junior / Mid-level
30–40 hours a week
August–December 2020
Place of work: Germany; Cologne/Bonn/Remote

Impact Research

Marketing Mix

G2M Strategy

Prototype / Pre-launch

What you can look forward to:

You will support our client's innovation team by setting up a strategy and prototype for a new digital sales platform. The project targets B2C and B2B customers with their individual needs and processes/touch-points. Together with colleagues from Product Management, Development and Design, you are in charge of the strategy, marketing and online marketing aspects of the project:

- Conception of the marketing strategy
- Key opinion leader research
- Market impact research
- Pre-launch phase setup and G2M approach
- Audience development

What you bring to the table:

A degree in management studies, design, communication or comparable with a focus on marketing. Minimum one year work experience in the following domains (internships are recognised):

- Marketing strategies
- Communication concepts
- Go-to-market strategies
- Understanding of IT products/platforms

You should also be fluent in written and spoken German and English. Together with our client, we offer you an innovative and flexible work environment.

Location:

- Sensity branch: Cologne/Germany
- Client's Location: Bonn/Germany
- Some travel possible

Interested?

Contact us

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We create impact through design.

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