

Working Student Marketing (w/m/d)

starting in February 2024, 16 – 20h per week

What are we doing?

We are a tech company based in Munich, dedicated to revolutionizing the way people experience and connect with their surroundings. Our mission is to bring cultural audio content to car drivers, tailored specifically to their interests and live location. Thus, we are making every car trip an immersive and enlightening audio experience. We are building on newly emerging automotive app stores leveraging the power of artificial intelligence. In the beginning of next year, we are extensively expanding our content portfolio to cover all of Germany with exciting audio stories.

How can you help?

As we deeply validated what car drivers expect from our content, we are now ready to tailor content to our customers' needs. We now want to show our identified target groups how exciting our product is. To do this, we need help with the continuous improvement of our marketing measures. We are looking for a highly motivated working student to take care of our marketing activities by managing our social media presence, setting up newsletter campaigns and communicating with our customers via the app and other channels. In many creative ways, you will ensure that we are constantly present in the minds of our customers.

What do we offer?

The best thing for working in a startup is responsibility, flexibility, and learning. As we are a small team with a flat hierarchy, you will gain insights into adjacent areas from marketing to business development and customer acquisition. We offer you the opportunity to flexibly see different parts of our business and influence how our marketing strategy should look like. Lastly, you will be experiencing a startup team currently working with a major German car manufacturer. And – you can get creative!

What should you bring?

We are rather flexible about what you are currently studying or whether you are between different studies and want to discover something new. For us, interesting backgrounds are media, communication, marketing, social media or similar.

Here are some key skills that we want to see either in your CV or motivational mail.

- Interest in our product and motivation to join an early-stage startup.
- Creativity to market a product that is completely new to the market.
- Flexibility in working hours (16-20/week).
- Strong communication skills in speaking and writing (English/German).
- Design skills to create social media content.

We are really looking forward to meeting you!

Please attach your CV to a motivational mail to career@locco.app.