

## INTERN OR WORKING STUDENT

# Innovation Communication, PR & Marketing



### Role

As an intern/working student (f/m/d) you can experience and actively shape innovation communication with us. Your ideas are needed here - set impulses and shape the future of SAP!

- You will support our team in strategic and operational corporate communications, especially in the areas of PR, internal communications, and social media.
- You create texts and support the publication of guest articles as well as newsletter and blog contributions
- You focus on the further development and continuous optimization of our internet and social media presence and take care of content creation
- You will prepare interviews and fact sheets, research topics and conduct media monitoring
- You will help shape various formats of internal communication, create newsletters, coordinate internal podcasts and maintain a presence on the internal social media tool
- You will assist in the design of events such as meetups, conferences, and have the opportunity to participate in external events
- You will have the opportunity to take on responsibility in a small, dynamic team from your first day and continuously develop yourself further

### Requirements and skills

- Student (f/m/d) at a university or university of applied sciences
- Preferred fields of study: Media or communication studies, linguistics, economics with a focus on marketing, corporate communications, graphic design or a comparable subject
- Initial practical experience in an editorial or corporate communications environment at an agency, a company or in the journalistic field
- Computer skills: Confident use of MS Office programs, social media, content management systems
- Languages: very good command of German and English, both written and spoken
- Soft Skills: organized, communicative, creative, reliable and team player
- Other: independent, conceptual thinking and analytical, first experiences in the technology sector desirable



INTERN OR WORKING STUDENT

# Social Media & Digital Content Marketing



## Role

You will be responsible for our owned social channels. This includes creating and writing creative posts, as well as controlling and monitoring our performance. Your main tasks include:

- Lead daily creation, scheduling and posting of shareable, compelling content across digital platforms such as Facebook, Twitter, LinkedIn and Youtube
- Monitor owned social media channels, analyze KPIs and identify areas for data-driven growth & improvement
- Write and edit blog posts for websites and Medium
- Develop ideas for original content including long and short-form stories across platforms
- Actively contribute to team creative brainstorming by sharing new trends and creative ways to tell stories using a variety of media
- Support editorial planning by coordinating activities with other departments
- Help identify and promote relevant content from internal & external collaborators
- Work closely with communications team members to ensure aligned innovation communications strategy & brand messaging

## Requirements and skills

- Student (f/m/d) at a university or a university of applied sciences
- Preferred fields of study: Communications and/or Marketing, Social Sciences, Humanities
- Proficiency in major social media platforms and knowledge of best practices
- Social media experience for enterprise organizations
- Excellent editorial and writing skills (photo/video/text)
- An eye for visual arrangements, creative mindset and drive to execute new ideas
- A strong knowledge of social analytics tools and social scheduling
- Computer skills: good skills in all Microsoft Office products necessary
- Soft skills: team player, creative thinking, good presentations and communication skills, highly motivated, flexible & open for ad-hoc requests; passionate about creating content
- Language skills: excellent knowledge of English, German as a plus



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