



Institut für Strategie & Kommunikation

The ISK – Institute for Strategy & Communication is looking for an intern (m/ f/ d) in Strategic Brand Consulting

Who we are and what we do:

The Institute for Strategy & Communication (ISK) helps brands in times of digital change, to develop and realize their potential. We analyze markets, brands and target groups and develop strategies and solutions with the aim of improving the brands' performance. Brand management, brand positioning and strategic communication are our main areas of expertise. We work with top advertising agencies and for large brands/ companies, such as Hassia, Merck, Samsung, Tempo, Géramont or the Commerzbank.

What to expect?

- New challenges and first-hand experiences every day
- Collegial and solution-oriented work in a small team
- Independent research e.g. on brands, industries, competition, trends
- Analyses of target groups, what drives them and how they think and talk about brands or topics
- Support in social media monitoring and analyses of digital opinion formation in relation to brands or topics
- Preparation and follow-up of brand workshops
- Support with the creation of presentations
- In addition, there are extremely nice people who listen with curiosity, support you and make sure that you enjoy growing professionally

Who are we looking for?

- You are studying in one of the following areas: economics, psychology, communication sciences, sociology or political science or similar (advanced or completed)
- You have an affinity for brands and can put yourself in 'brands' worlds'
- You are fundamentally curious and interested in social, technological and consumer trends
- You are very interested in people, their values, goals and the background of their actions
- You know how to set up a targeted search
- You have the ability to think analytically and a corresponding ability to think abstractly
- Social media as a communication channel is not new territory for you
- The German and English language are not a challenge for you, but confidently used tools
- You dare to think outside the box and challenge us with your questions
- You bring fun, open-mindedness and positive spirit

What you should do?

If we have awakened your interest, please send your application documents to Beatriz Nuñez (nunez@isk-institut.de).

We are looking forward to you!