



Internship/Working Student (f/m/d) Digital Marketing Communication
Location: Feldkirchen-Westerham near München
Requisition number: 242223

About the Role: Starting as soon as possible, we are seeking an Intern or Working Student (f/m/d) to join our European GORE-TEX Fabrics Marketing team in the GORE-TEX Fabrics Division at our Feldkirchen-Westerham location.

In this role, you will play an active part in shaping our digital and social media marketing initiatives, with a unique opportunity to contribute to the future of the iconic GORE-TEX Brand. You'll work across both consumer-focused communications as well as communications targeted towards professional users in the workwear segment.

If you're passionate about digital marketing, in particular social media and influencer management, ready to make an impact, we'd love to hear from you!

For the Internship (f/m/d) you are available for 6 months fulltime and as Working Student (f/m/d) you are available 20 hours per week for at least 1 year, ideally longer.

Responsibilities:

- Provide ongoing support to the digital marketing team in the rollout of our new digital activations
- Support the GORE-TEX Brand social media management across platforms, with a focus on Facebook, Instagram, YouTube and LinkedIn
- Support the ongoing content creation, including copywriting, image sourcing, and video editing in collaboration with creative agencies.
- Collaborate on PowerPoint presentations for team meetings, client updates, and strategy sessions.
- Creatively help develop and implement web content
- Assist with website content management, ensuring timely updates and optimization.
- Assist in creating reports to track the performance of campaigns and social media engagement and deduce learnings for future campaigns

Qualifications:

- Enrolled in a relevant degree program (Marketing, Communications, Business, or similar)
- Fluent in English, German skills are preferred
- Understanding of the social media landscape, especially Instagram and TikTok
- Experience with content creation and graphic design tools is a plus (e.g., Canva, Adobe Suite)
- Interest in digital marketing trends and a willingness to learn
- Team player who likes to collaborate on projects and push them forward
- Communication and organizational skills
- Evidence of being proactive/being a self-starter
- Knowledge of Drupal or similar Content Management Systems is a plus

That's what you've got to look forward to:

- Join a highly motivated team and a great working atmosphere
- An interesting and challenging opportunity with an international focus
- A very good compensation
- An experienced Sponsor who will help you with advice and support
- Sports activities, work-life-balance, free coffee, tea and fruits, a subsidized canteen and more

We believe in the strength of a diverse workforce and inclusive work environment. In support of our values and continued success we are proud of Associates around the world who support an inclusive work environment, strive to reflect the diversity of the communities where we operate, and ensure all Associates and external partners are treated with fairness, dignity, and respect. Learn more at gore.com/careers

At Gore we are looking for qualified and motivated individuals. We welcome all applications irrespective of social and cultural background, age, gender, disability, sexual orientation or religious belief.

Our Talent Acquisition Team will be pleased to answer your questions on +49 (0)89 4612 2800 or toll free on +800 4612 2800.



Together, improving life

GORE and *Together, improving life* designs are trademarks of W. L. Gore & Associates