SHIRATECH KNOWTION

Internship for
B2B Customer-Relationship-Management

We are looking for an intern to strengthen our marketing team in Central Europe in an exciting Industry 4.0 environment with the focus on Customer Relationship Management.

About Us

In pursuit of our mission to revolutionize manufacturing, we transform data into knowledge.

We are an international data science company, specialized in self-learning systems and AI, for data analysis and state prediction in complex systems.

Founded in 2011 originating from the Karlsruhe Institute of Technology (KIT), we deal with the development and implementation of AI solutions from embedded devices to cloud applications at our location in Karlsruhe. Our strength lies in the development and application of tailor-made algorithms for processing sensor and machine data (Industry 4.0).

We always focus on resource-efficient development and seamless integration into existing control and monitoring software. Our successes can be found in a wide range of industries, from medical technology and aviation to building technology and energy supply to means of transport and, last but not least, mechanical engineering. Our customers range from micro-enterprises to large international industrial groups.

What can you expect?

Diversified and interesting projects in an international environment in a wide range of industries with free scope for professional and personal development – we look forward to your personal contribution to our team.

Your Key Responsibilities:

- Conception, creation and performance measurement of newsletters
- Identification of relevant target groups and key features which are most important for these customer groups
- Maintenance of the CRM system (supplementary reports, adjustment of dashboards, …)
- Cooperation in the creation of online marketing content: LinkedIn, Xing, Website
- Cooperation in the creation of marketing materials (flyers, videos, whitepapers, use cases)
- Cooperation in the creation of internal reports and evaluations
- Creation of customer presentations
- Supporting the marketing team in the ongoing day-to-day business
- Supporting us at trade fairs

What do we expect?

- Current studies ideally with a business background, marketing or similar
- Interest in complex technical systems and their description for B2B target groups
- Interest in customer relationship management or marketing and related topics
- Knowledge of a CRM system, ideally Hubspot or willingness to learn the system
- Quick comprehension with willingness to learn and independent working style
- Very good skills in MS Office (PowerPoint, Excel, Word)
- Good analytical skills
- Enjoys a systematic approach, open communication and teamwork
- Business fluent in German and English

Our Offer!

- Interesting and diversified tasks, both in the implementation of industrial solutions and in exciting research topics
- Opportunity to actively participate in technically complex projects
- Scope for creativity in the defined area of responsibility
- Flat hierarchies and cooperation between departments at equal level
- Development opportunities through independent work
- Various networking opportunities and company events
- Attractive modern workplace in a rapidly growing company with excellent transport links in Karlsruhe
- Modern working environment with the possibility to flexibly switch between home office and office presence

Application

We look forward to receiving your application via email at: career@knowtion.de

Please address your application to *Dr. Michael Grethler* or Ms. *Shirin Martinova.*

If you have any questions, we would be happy to answer them by phone: +49 721 486 995-10.