

// Telefónica Onlife Graduate Programme ✕

Trainee Marketing Communication (m/f)

- ›› We're on the hunt for exceptional graduates to join us on our 12 month Onlife Graduate Programme and will hire you for an unlimited contract. If you've got an outstanding business idea and/or you want to flex your entrepreneurial spirit to help us reshape the digital world, we want to hear from you.
- ›› Your Home Department: **Brand & Communication**
- ›› Your Location: **Munich, Hamburg, or Dusseldorf**

// Your new role ✕

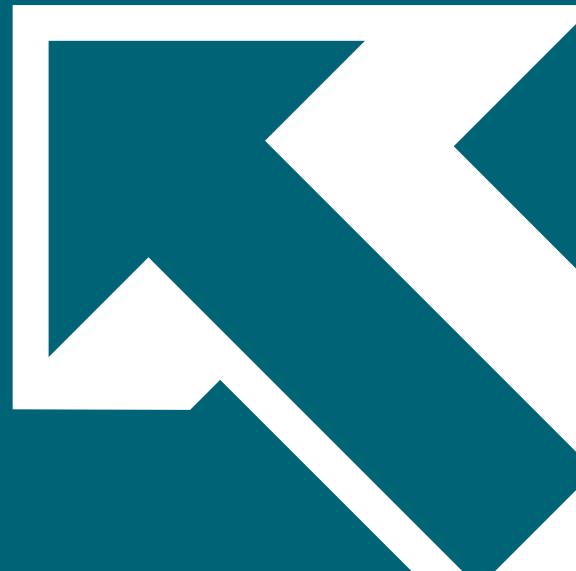
- ›› You will gain experience in brand and media management throughout all our marketing communication channels.
 - Develop communication ideas and campaigns based on brand strategy
 - Support the realisation of communication concepts as part of an integrated campaign, especially across digital channels
 - Lead sub-project streams
 - Brief and steer agencies, partners and suppliers
 - Plan, realise and report market analysis and advertising market research
 - Manage budget for defined project budgets
 - Track and report communication activities/ projects
 - Become a consistent and active internal advocate for the brand and its defined strategies
- ›› Next to your tasks in your department, you will work one day per week on your start-up idea in the Onlife Graduate team.

// What you offer us ✕

- ›› – A Bachelor or Master degree in Business Administration, Technology, or comparable, plus not more than one year work experience following your last degree
- A passion for digital media, particularly social media
- Strong communication skills with the ability to simplify complex storytelling
- Curiosity and creativity with a strong empathy for the customer
- A wealth of digital skills as well as a business mindset
- Strategic, analytical and entrepreneurial thinking
- An agile and enabling attitude with the ability to problem-solve and build bridges
- A social and collaborative working style and competitive attitude
- Fluency in English and German

// Lead the charge. Become an Onlife Graduate. ✕

- ›› Find out more now.
www.onlifegraduates.de



Programme phases & activities

