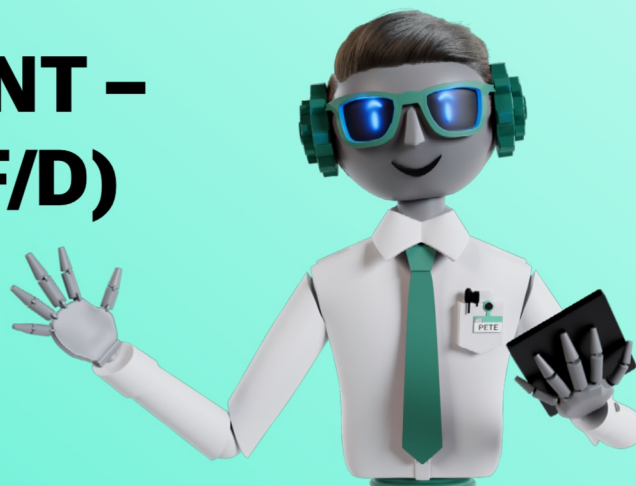


# WORKING STUDENT – MARKETING (M/F/D)



## **CREATE RELEVANCE. TEST IDEAS. LEARN FAST.**

At PETE, marketing is not about noise.

It's about clarity, relevance, and creating demand where it actually matters.

As a Working Student in Marketing, you'll be part of shaping how PETE presents itself to the market. You'll work on real campaigns, real content, and real experiments – and you'll see what works, what doesn't, and why.

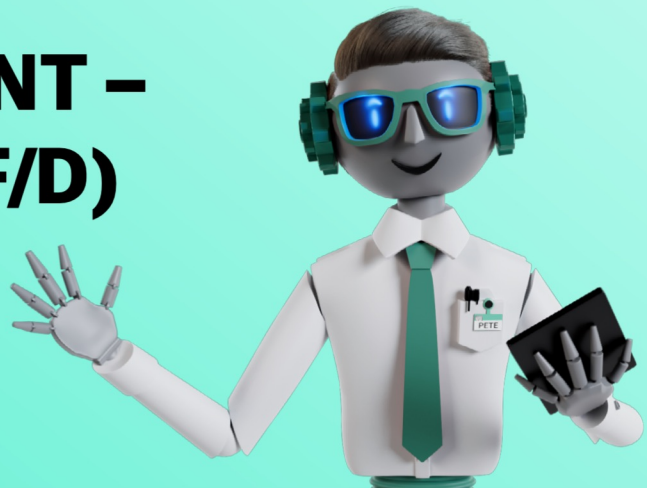
## **WHAT YOU'LL WORK ON**

- Supporting content creation for website, LinkedIn, and campaigns
- Helping plan, execute, and analyse marketing initiatives
- Experimenting with formats, messages, and channels (including Social Media Advertising)
- Supporting performance tracking and campaign analysis
- Conducting market and competitor research
- Help organise trade show and conference presences
- Turning ideas into experiments - and experiments into insights

## **WHAT YOU BRING**

- Ongoing studies in Marketing, Business, Communications, or a related field (in the Ruhr or Düsseldorf area)
- Interest in B2B marketing, technology, and digital channels
- A structured, analytical mindset combined with creativity
- Willingness to experiment and learn from imperfect results
- Strong written and spoken English skills (German is NOT a pre-requisite)

# WORKING STUDENT – MARKETING (M/F/D)



## WHY WORKING AT PETE?

**Because we take working students seriously.**

At PETE, working students are not assistants on the sidelines. They are part of the team - with responsibility, trust, and room to grow.

What you can expect:

- **Excellent hourly compensation** - transparent and fair
- **Real responsibility instead of busywork** - your work has visible impact
- **Freedom to explore your own ideas and approaches**
- **A culture that encourages learning from mistakes** instead of avoiding them
- **Direct collaboration with experienced professionals across disciplines**
- **A realistic path beyond your studies**

Most of our working students stay with PETE after graduation. Not because they have to - but because they want to.

If you're looking for more than a student job, this might be the place to start building what's next.

**Sounds good to you? Then apply easily by email at [info@pete-ai.com](mailto:info@pete-ai.com) and become part of our team.**