

# Stellenausschreibung

**Herrenberg Stadtmarketing e.V.**

Herrenberg city marketing is an established initiative by committed citizens, the trade association and the city of Herrenberg.

We want to bundle the enormous potential of our city. We are economically strong, attractive and have ideas. So that approaches and project initiatives do not get lost, it is important that someone is responsible and has the mandate to implement something meaningful, bring actors together and bundle the existing potential. Everything with a view to the well-being of all residents and visitors of this city.

**For our office in Herrenberg we are looking for you as of June 1st, 2022 - as an intern (minimum 6 months) or working student (10-20 h / week)**

## Social Media, website, graphics & project management

Do you like organizing, do you like contact with people and are customer and serviceoriented?

Then you will feel comfortable with us! Come to us and get to know sophisticated project management with many stakeholders as well as innovative event formats, cooperation with tradespeople, retailers, craftsmen, citizens and the public sector.

Would you like to support our club organization on your own responsibility with flexibility in terms of time? Then apply directly by email to [tim.ruehle@herrenberg-stadtmarketing.de](mailto:tim.ruehle@herrenberg-stadtmarketing.de) (cover letter and CV are sufficient in a first step).

Use your previous practical experience in the area of organization and communication. We are looking for someone in the context of a long-term cooperation and offer flexible time models.

### Your tasks

In the team of the Herrenberg Stadtmarketing e.V. office you are responsible for the part of the public relations that takes place in the social media and on our homepage. You write text modules, produce articles, take photos, design advertising formats, advertisements, flyers and project outlines. Ideally, you have a heart for it, enjoy layout and maybe even know how to use graphical PC applications.

It would be important that you are already familiar with social media (Facebook, Instagram & Co) and have a curiosity for creative and innovative formats and methods. In addition to the conception, design and implementation of news and regular newsletter-mailings, you are also responsible for updates, uploads and new articles on our homepage (this is edited with the help of the wordpress software).

You will also coordinate smaller projects with inner-city actors and, in individual cases, also oversee corresponding events, network meetings and meetings. You master MS Office, ideally also the use of Wordpress and InDesign, are linguistically fluent and you find it easy to formulate spoken and written.

## Your profile

- You are a student of a humanities, business administration or graphic-artistic direction or have commercial/sales-oriented vocational training (e.g. office communication, industrial clerk, Europe assistant or similar)
- It would be perfect if you are familiar with city marketing processes, the general processes in a municipal administration and/or event management. However, this is not a mandatory requirement
- You like to take the initiative, always keep an eye on your goal and prioritize your tasks independently and prudently
- You work conscientiously and precisely, even under time pressure
- Your ability to communicate professionally, both verbally and in writing, is of particular importance. The professional use of MS Office and the familiarity with Excel as well as the Adobe-programmes InDesign and Illustrator are success factors in this role. A basic level of German written and spoken is necessary.
- You like working in a team, are open, flexible and stress-resistant in busy day-to-day business, have a sense of humor and enjoy dealing with people

## Contact

Are you interested or have any questions? Then give us a call on 07032 – 78 45 169. The office is usually manned in the mornings or send a cover letter and CV directly to [tim.ruehle@herrenberg-stadtmarketing.de](mailto:tim.ruehle@herrenberg-stadtmarketing.de). We look forward to your application!

