



Institute of Marketing

University of St. Gallen

Visit us online:



Institute of Marketing, University of St. Gallen (IfM-HSG)  
Dufourstrasse 40A, CH-9000 St.Gallen, Switzerland

## Our Profile

### • Our context:

- ✓ One of the university's largest research institutes
- ✓ Comprehensive partnerships with leading European corporations across various B2C & B2B industries

### • Our main challenge:

- ✓ Building bridges between marketing research & managerial practice

### • Our daily business:

- ✓ *Strategic*: Improving & further developing corporate partnerships
- ✓ *Operative*: Organizing the exchange with & among corporate partners
- ✓ *Research*: Examining research questions which imply strong relevance for managerial decision makers

## We are looking for a Research & Corporate Partnership Assistant

(Full-time, B.A. or B.Sc.)



## Quick Facts

- **Ideal start date & minimum length of employment:**
  - ✓ September 2018, 4 to 6 months
- **Gross salary:**
  - ✓ CHF 2200 (pay rise possible)
- **Formal requirements:**
  - ✓ Undergraduate university degree
  - ✓ Fluent in German & English
- **Main responsibilities:**
  - ✓ *Best Practice in Marketing*
  - ✓ *Silicon Valley or Tel Aviv Study Trip*
  - ✓ *Marketing Review St. Gallen*

## Your Profile

### • Your professional interests:

- ✓ *Selected topics*: Marketing management, strategic marketing, pricing, B2B/industrial marketing, sales development, business model innovation, digitization etc.
- ✓ *Meta-interests*: Empirical marketing research with direct implications for corporate decision makers

### • Your strengths & skills:

- ✓ Organizational abilities, social competencies, analytical thinking, keen eye for details, digital affinity

### • Your motivation:

- ✓ Expanding your professional horizons, sharpening your skills and extending your social network in preparation for further career steps

Interested? → Get in touch with us!



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