



Institute of Marketing

University of St. Gallen

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"From insight to impact"



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

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

Interested? → Get in touch with us!



Sophie Schüller (Research Associate & HR)

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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

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