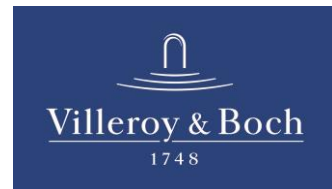


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For our marketing team (covering the Villeroy & Boch and engers brands), we are currently looking for:

Working Student Trade Marketing (m/w/d)

Company Description

As one of the leading suppliers of high-quality wall and floor tiles, V&B Fliesen GmbH is a reliable partner for architects and interior designers. The company, based in Merzig, operates in over 65 countries and is part of the international Eczacibasi Group. With well thought-out color and format concepts made of earthenware, stoneware and fine stoneware, Villeroy&Boch Tiles opens up a wide range of creative options for use in private, commercial and public spaces. Tiles from the Villeroy&Boch brand are also always a commitment to high-quality furnishings, first-class design – and to the passion for creating interior architecture. Awarded the EPD label, they can be used in all objects that are classified according to BREEAM, LEED, DGNB or comparable international declarations for sustainable building.

Tasks

The Working Student Trade Marketing supports the Trade Marketing team in analysing market performance, preparing activation measures and ensuring operational execution of market activities. The objective is to enable efficient market activation, transparent performance tracking and structured preparation of customer- and channel-related measures after product launch.

Market & Performance Analysis

- Supports the analysis of market, channel and product performance
- Prepares KPI reports and dashboards (Excel, PowerPoint)
- Structures market and sales data for decision-making

Activation & Execution Support

- Supports the planning and preparation of activation measures (POS, events, trade fairs)
- Assists in the coordination of marketing materials and market assets
- Supports operational implementation of campaigns and launches

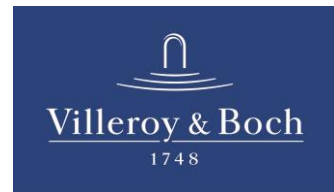
Sales & Market Interface

- Prepares presentations and documents for sales and customer meetings
- Supports the collection and structuring of market and customer feedback
- Assists in tracking distribution, visibility and activation status

Your Profile

- Ongoing studies in business administration, marketing or comparable field
- Strong analytical skills and understanding of KPIs
- Good knowledge of Excel and PowerPoint
- Interest in market dynamics, sales and activation
- Good English skills

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Personal skills

- Strong hands-on mentality and implementation focus
- Structured and reliable way of working
- Ability to prioritise in dynamic environments
- Team-oriented with good communication skills
- Openness to digital tools and AI-supported working methods

Our Offer

- Work in an international environment
- Compensation in line with qualifications and academic progress

Your Contact

Join our results-driven team at one of the world's leading companies in the ceramics industry, offering outstanding prospects and development opportunities.

Interested? Then please send us your application documents by email:

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