




GfK. Growth from Knowledge

Praktikum (m/w/d) im Bereich Consumer Panels Central Specialist Team (Scope)

Bewerben

 Nuremberg

 Full time

 Vor 15 Tagen ausgeschrieben

 R00014780

Country

Deutschland

Job Family

Human Resources



For over 80 years, GfK has been a reliable and trusted insight partner for the world's biggest companies and leading brands who make a difference in every consumer's life - and we will continue to build on this. We connect data, science and innovative digital research solutions to provide answers for key business questions around consumers, markets, brands and media. With our headquarters in Germany and a presence in around 60 countries worldwide, you benefit from our global company with a diverse community of ~9,000 employees.

Harnessing the power of our workforce, the greatest asset we have is our people. As part of GfK, you can take your future into your own hands. We value talent, skills and responsibility and support your development within our international teams. We are proud of our heritage and our future: Currently we are in the latter stages of a transformational journey from a traditional market research company to a trusted provider of prescriptive data analytics powered by innovative technology. This is only possible with extraordinary people and this is why we are looking for YOU to help create our future. For our employees as well as for our clients we pursue one goal: Growth from Knowledge!

Job Description

Within the GfK Consumer Panels, the GfK Entertainment division conducts continuous consumer research to survey and analyze the purchasing behavior of consumers for entertainment, travel, textiles and non-food. Continuous tracking of consumer purchasing decisions makes it possible to identify market opportunities, risks and trends at an early stage. Our customers include well-known international industrial and trading companies. Take the opportunity as an intern (m/f/d) in the Central Specialist Team - Scope department to get to know an

international and successful market research organisation and gain the necessary practical experience. "On the job" you will get to know the tasks, working methods and atmosphere of our company.

As an intern (m/f/d) you will be entrusted with the following tasks:

- Presentation creation with Microsoft PowerPoint
- Active participation in the implementation of market research Projects
- Data analysis as well as evaluation and preparation of the results in AnalyzeIT, Excel and PowerPoint
- Own responsibility for smaller marketing activities

Requirements:

You are a student (m/f/d) of business administration with a focus on marketing/market research or a social science subject and ideally have successfully completed the first four semesters. A high degree of implementation and customer orientation is just as much a prerequisite as confident handling of figures, the MS Office package and fun working in a committed and open-minded Team.

Useful Information:

Period: Immediately, 6 months for 39 h/week or the duration of a mandatory internship

Place of work: Main location Nuremberg / The internship is remunerated.

We are an ethical and honest company that is wholly committed to its clients and employees. We are proud to be an inclusive workplace for all and are committed to equal opportunity in employment which focuses on all of our employees reaching their full potential. At GfK we work collaboratively with our colleagues but offer a flexible working approach, including dividing our time between office & remote working as well as the opportunity to flex our working hours around team core hours.

We offer an exciting work environment that brings people together. We encourage an entrepreneurial and innovative spirit. We make use of the latest digital technologies. We are looking for self-starters, who accept challenges and create solutions.

Can there be a better place to take center stage in the digital revolution? We are excited to get to know you!