



Since 2015 IGNITE Movement draws a path towards a more meaningful business world by providing a platform that connects like-minded people, especially students, businesses and speakers, through our conference and the content we provide (insights and tools) on the topics of leadership, company culture and organisational design. We believe that purpose strongly impacts profit.

## Communications Team

### Your Tasks

- be the channel to the outside world - be the first point of contact for anyone interested in IGNITE & thus being responsible for how various stakeholders and HSG and beyond perceive us
- continuous improvement and update of the digital appearance by creating content for the relevant social media channels e.g., Instagram, Facebook & LinkedIn, and the website
- create awareness for IGNITE related topics at the HSG campus by planning, preparing & executing creative marketing campaigns, in particular for the IGNITE conference
- actively engage and interact online & in-person with the audience

### Your Profile

- proficiency in the English language
- outgoing, approachable and communicative towards strangers as well as engaging in terms of the IGNITE audience
- team player and motivated to spread IGNITE topics
- fluency in social media - a creative mind who enjoys bringing up new ideas and has a sense for trends, social media aesthetics, and the processes behind it
- experience in website building & social media management are a plus
- time to stay at least six months (preferably longer)
- able to invest 5 to 10 hours per week

### Our Offer

- gain practical experience in working in a team, esp. in marketing
- ability to impact the success & future of IGNITE
- dynamic & welcoming team spirit
- learn more about IGNITE topics such as purpose-driven business, company culture, leadership, and self-improvement