



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 on the topics of leadership, company culture and organisational design. We believe that purpose strongly impacts profit.

## Communications Team

### Your Tasks – what you will do

- Be the channel to the outside world – be the first point of contact for anyone interested in IGNITE and how we are perceived by our various stakeholders at the HSG and beyond
- Continuously improve and update our digital appearance by creating content for our Social Media Channels (e.g., Instagram, Facebook, LinkedIn) and our website
- Create awareness for IGNITE related topics at the HSG campus by planning, preparing, and executing creative marketing campaigns
- Actively engage and interact with our audience online and in-person

### Your Profile – what you should bring

- 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
- Outgoing, approachable, and communicative towards strangers as well as engaging in terms of our audience
- Proficient use of the English language
- Interest and/or experience in website building and social media management are a plus
- Being a good team player and motivation to spread IGNITE topics
- Time to stay for a least six months, preferably one year or longer
- Able to invest five to ten hours per week

### Our offer – what you get

- Gain practical experience in working in a team and marketing
- A dynamic and welcoming team spirit
- Possibility to actively contribute to IGNITE's success
- Learn more about IGNITE topics such as purpose-driven business, company culture, leadership, and self-improvement

### Your contact

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