



# Studium & Job

Tandem Studium in Web Communication & Information Systems

Du bist neugierig, hast Ideen und möchtest das Gelernte gleich in die Praxis umsetzen?

Im dualen Studium  
**Web Communication &  
Information Systems**

arbeitest du Seite an Seite mit den IT-Expertinnen und -Experten für **Digital Marketing & Communication in der Corporate IT** von Swarovski und unterstützt das Team aktiv bei der Erarbeitung globaler Konzepte.

Die Facts:

- Masterstudiengang *Web Communication & Information Systems* an der FH Kufstein
- Start des Studiums: September 2022
- Laufzeit: 2 Jahre

Haben wir dein Interesse geweckt?

Schreibe uns gerne an:

[recruiting.wattens@swarovski.com](mailto:recruiting.wattens@swarovski.com)



# SWAROVSKI

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## Intern CRM & Marketing (f/m/d) (part-time, ~30 hours/week) (2 years)

At Swarovski, where innovation meets inspiration, our people desire to explore, experience, and create. We are looking for a student (f/m/d) of FH Kufstein where you will get a chance to work in a rewarding role within a diverse team that is pushing boundaries. Be part of a truly iconic global brand, learn and grow with us. We're bold and inventive, revealing astonishing things like no one else can. A world of wonder awaits you.

### **About the job**

- Study at your university and work in our company at the same time for 2 years
- Work on cross-functional projects shaping the future of the brand and the IT landscape
- Help modelling and implementation of end-to-end business processes related to our brands customer experience
- Gain knowledge in both B2C and B2B CRM, Digital Marketing / Marketing Automation, CIAM (Customer Identity and Access Management), Data Privacy, Consent Management
- Gain experience in solutions provided by some of the world's leading digital companies such as SAP (incl. SAP Marketing Cloud), Microsoft, Akamai
- Direct system customization, functional and integration testing as well as solution design
- Documentation, analyzation, debugging and support in the technical setup of campaigns, including segmentation, content setup and campaign execution
- Day to day meetings with internal stakeholders and external suppliers, participation in suppliers selection
- Possibility of rotation between 3 departments: CRM & Marketing, eCommerce Operations and Web Technology Services

Next to the hands-on experience you will be allowed enough space for self-study, will be coached and supported by experienced colleagues and can also make use of our extensive internal training catalogue.

### **About Swarovski**

Swarovski unifies all parts of its organization under one spellbinding idea and brings forward a wondrous new world of crystal craftsmanship. Founded in 1895 in Austria, the company designs, manufactures and sells the world's highest quality crystal, genuine gemstones, Swarovski Created Diamonds and zirconia, jewelry, and accessories, as well as crystal objects and home accessories. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage. This manifests today in the company's well-established sustainability agenda with youth-focused education programs and foundations to promote human empowerment and conserve natural resources to achieve positive social impact.

Swarovski is an equal opportunity employer. We give our people the guts to celebrate individuality and pride ourselves on creating a workplace where people feel involved, respected, valued, connected, and heard. A place where anyone/everyone belongs. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We do not discriminate based on race, color, religion, marital status, age, national origin, physical or mental disability, medical condition, pregnancy, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under law in countries we operate.

Due to legal reasons, we advise that the collectively agreed base monthly salary for this position is at least € 1.319,78 gross monthly (30 h/week). Our actual salaries are market competitive and take individual qualifications and experience into consideration.