

## BUSINESS ADMINISTRATOR FOR MARKETING COMMUNICATION

### YOUR AREAS OF ACTIVITY:

- You develop and coordinate target group-oriented marketing and advertising measures
- You organise and supervise projects as well as trade fairs and events
- You visualise and present projects
- You support our team in the day-to-day business after only a short time
- You will acquire knowledge in the areas of planning, coordination and implementation of media concepts

### WHAT YOU BRING WITH YOU:

- Interest in commercial-organisational and creative activities
- Good knowledge of mathematics, German and English
- Adobe Creative Suite knowledge is an
- Technical understanding and interest in technical products and topics
- Reliability
- Team skills
- Analytical thinking skills
- Independent work
- Negotiating skills

### DURATION OF TRAINING:

- 3 years standard\*
- \*Reduction to 2.5 years or 2 years possible based on fulfillment of relevant requirements

### SCHOOL EDUCATION:

- Good general university entrance qualification
- Alternatively: Good general vocational college entrance qualification, Graduation from higher trade school