

COBRA

Mannheim Center for Corporate
Behavior and Regulation Analysis



As part of the University of Mannheim, we are Germany's leading business school. COBRA – The Mannheim Center for Corporate Behavior and Regulation Analysis is an independent academic research center advancing rigorous research on how economic policy and regulation shape business, markets, and society. We aim to ground decisions shaping markets and society in credible evidence about how businesses respond – so that regulation is more effective and long-term economic outcomes improve.

To support these efforts, we are now looking for a

Social Media Intern (Student Assistant – m/f/d)

Your Responsibilities

To support the development of the communication and social media activities of the newly established Mannheim Center for Corporate Behavior and Regulation Analysis (COBRA), based at the Faculty of Business Administration and under the academic direction of Prof. Dr. [Marcel Olbert](#), we are seeking a motivated Social Media Intern (student assistant) to join our team. In this role, you will contribute to the following tasks:

- Proactively contribute to the development of the social media strategy for the Research Center and the chair of Marcel Olbert
- Independently design and further develop the visual identity of the Research Center's social media presence
- Plan, create, and publish audience-oriented content for platforms such as LinkedIn and Instagram
- Including the design of graphics as well as the creation and editing of image and video material, along with general image editing and content optimization
- Support social media coverage of events (e.g., conferences, seminars, social events)
- Including photographic documentation and collecting statements from participants for social media use
- Assist in the creation and maintenance of newsletters
- Support general communication and social media activities

What we are looking for

Your Profile

- Enrolled student (Bachelor's or Master's), ideally in a relevant field of study
- Initial practical experience in social media, communications, or marketing is a plus (especially LinkedIn)
- Interest in science communication and digital formats

Required Skills

- Strong written and spoken German and English skills
- Creativity and a strong sense for visual and audience-oriented communication
- Independent, structured, and reliable working style
- Strong communication skills and team spirit
- Motivation to familiarize yourself with new areas of responsibility
- Affinity for using AI tools in the above-mentioned tasks

Nice-to-have Skills

- Experience with common social media platforms (especially LinkedIn and Instagram)
- Knowledge of image editing tools (e.g., Canva, Adobe Photoshop, or similar) and photography for online media using smartphones and cameras
- Experience in creating and editing video content for social media
- Familiarity with newsletter tools (e.g., Mailchimp or similar applications)
- Basic knowledge of MS Office

What we offer

- The opportunity to contribute to building a new Research Center with room for initiative and creativity
- Insights into science communication and social media in a research environment, including interactions with corporate partners and social media experts (e.g., Hedgefondshenning and Hyper Newsletter)
- Flexible working hours that can be easily combined with your studies
- The opportunity to contribute and implement your own ideas
- A young, motivated team

Have we sparked your interest? Then apply now – we look forward to getting to know you!

Workload: approx. 30–40 hours per month

Please note that we can only accept applications submitted through our [portal](#). Your personal data will be deleted after the completion of the application process in accordance with data protection regulations.