

Working Student Market Research & Business Case Development – Group Innovation (m/f/d)

Would you like to work in a dynamic environment? In a family-owned company operating throughout Europe, which offers you interesting tasks, creative freedom, and an international team? Do you share our values of respect, commitment, and sustainability?

Then you've come to the right place!

As part of the Group Innovation Team, you will support us in developing innovative and sustainable hygiene products and digital solutions for new markets and target groups – and in making our ideas visible and tangible.

We look forward to receiving your application!

Location: Düsseldorf

Department: Group Innovation – Future Lab

Working hours: up to 20 hours/ week

Start: Immediately or by agreement

Your Responsibilities

- You analyse market, competitor and consumer trends.
- You conduct desktop research on future customer needs and user behaviour.
- You conduct user, customer and expert interviews.
- You conduct customer testing and collect feedback.
- You analyse validation results and derive recommendations.
- You support data analysis and visualization.
- You generate and visualize new product, service and business model concepts.

Your Profile

Qualifications:

- You are enrolled in an analytical or consumer-oriented degree programme, e.g. business administration, engineering, innovation management, marketing, business psychology, economics, data analytics or a comparable field.

Knowledge & Experience:

- You enjoy understanding markets, competitors, customers and emerging trends.
- You can structure research findings and translate them into clear business implications.
- First experience with interviews, surveys, desk research, experiments or validation methods is an advantage.

- You have good analytical skills and confidence in working with MS365 and data visualisation tools.
- You have hands-on experience using AI tools for market research, trend scouting, competitor analysis and synthesis of large information sets.
- You are interested in business cases, value propositions, market sizing and go-to-market questions.

Working:

- You work analytical, structured and fact-based.
- You are comfortable working with uncertainty and incomplete information.
- You can turn broad research questions into clear findings and recommendations.
- You work independent, reliable and proactive in driving tasks forward.
- You enjoy working in sprint-based formats with clear outputs and decision points.

Personality:

- You are curious about markets, people, technologies and future business opportunities.
- You are a strong communicator with the ability to summarise complex topics clearly.
- You are a critical thinker who challenges assumptions and looks for real proof.
- You enjoy working in a creative, international and cross-functional team.

Languages:

- You are fluent in English and German.

Your Benefits

- **Flexible and mobile working:** We offer you flexible work (time) models.
- **Workplace health promotion:** We offer a wide range of health activities and cooperation with various fitness studios.
- **Freedom for creativity:** We offer you freedom for creative work.
- **Attractive remuneration:** We pay an attractive basic salary.
- **Employee support programme:** TELUS will help you with advice and assistance in a wide range of matters.

The benefits shown may vary slightly depending on the role and location.