

Working Student (20h/week) for data-driven Influencer Marketing tasks

What if you could literally change the face of the earth? One global rewilding mission at a time. That's what we do at Planet Wild.

Planet Wild is a series A-funded, B-corp-certified, environmental startup from Berlin. But more importantly, it's a global community that uses the power of digital storytelling to fix our planet - IRL. Think Greenpeace for Generation YouTube.

Every month, we go out on a mission to clean up oceans, replant forests, and bring back endangered species. Funded by a global community of everyday individuals, and executed together with rewilding pioneers around the globe, we are working at the frontlines to help nature bounce back.

What does that look like? In the last year, we went out to bring Europe's largest land animal back from extinction, clean up the ocean floor at 40 meters depth, save dolphins from mass tourism, protect Elephants with the help of bees, repopulate wild lynx in Germany, plant hundreds of food forests, rewild rivers, train guerilla wildfire fighters, and reintroduce Europe's cutest bird back to its former home.

We built Planet Wild so that everyone can see the results of our work with their own eyes – transparent and in monthly video updates. It's how we stay accountable and reach more people every month. Check out our work on

YouTube: <https://www.youtube.com/@planet-wild>

Sounds like something you could get behind? Great! We're expanding our team and looking for a Working Student for our Influencer Marketing team. You'll play a key role in scaling our influencer marketing efforts through data-driven research and validation processes.

If you're eager to make an impact, keep reading for more details on this role.

Tasks

- You'll support our marketing team by scouting and picking the best influencers across various YouTube content verticals
- You'll be deeply involved in scaling our influencer marketing. This includes researching influencer leads, systematically storing relevant information, and reaching out to them to establish influencer collaborations.
- You'll be the first step in finding new influencers: This involves reviewing their profiles, analyzing their posts, and ensuring that their content resonates with our brand's image and messaging.
- You'll play a key role in developing our self-built tools by providing insights and feedback to our internal engineering team. Your contributions will help enhance the efficiency and effectiveness of our influencer marketing strategies.

Requirements

- Start as soon as possible
- 20 hours per week.
- You're currently studying marketing, communications, data science or a related field
- You have an affinity for data and have experiences working with Google Sheets

- Strong analytical skills and ability to derive insights from data
- Experience with influencer marketing and YouTube content is a plus
- Excellent communication and interpersonal skills
- Proactive attitude and ability to work independently
- Detail-oriented and organized approach to tasks
- You're fluent in English; German skills are a plus.

Benefits

- Berlin-based, hybrid or remote job (Berlin is preferred)
- Positive social and environmental impact
- High degree of autonomy
- Flexible hours
- State of the art work equipment
- Free gym membership, Deutschland ticket, and bike subscription
- Compensation of your personal CO2 footprint
- Become part of a creative, friendly, and purpose-driven team
- These are the early days — your input will make a real difference!

We are committed to diversity and equity and seek to build an inclusive workplace that welcomes people from all different backgrounds.

If you are hungry to make a difference in the world, ready to work very hands-on and thrive in a low-ego team environment, we're excited to hear from you.

Application be sent through this [job application form](#).