

MARKETING (STRATEGIC)

Un-Dress is an initiative, which aims to promote sustainable fashion in Switzerland. It consists of several workshops, pop-up stores, speaker events and a unique sustainable fashion show. Our platform includes stakeholders such as producers, designers and consumers from the sustainable fashion industry. The resulting transfer of knowledge inspires individuals to rethink their buying behaviour. Since 2011 we dedicate ourselves to the promotion of sustainable design of fine, unique brands that suit every style. Our long-term goal is to be the leading sustainable fashion platform in Europe.

YOUR RESPONSIBILITIES IN MARKETING (STRATEGIC)

- Driving the strategic development of our marketing as well as the background processes
- Creating, checking and optimizing our performance-marketing campaigns (e.g. on Meta Ads Manager, Google Ads, etc.)
- Managing and optimizing the website performance
- Fostering public relations

WHAT DO WE OFFER?

- Valuable experience in event management with creative freedom to contribute own ideas and interests
- Teamwork with committed and like-minded students passionate about sustainability, fashion and business
- Acquisition of hard and soft skills such as leadership, negotiation, partnership-building, budgeting etc.
- Collaboration with companies and individuals involved in sustainable businesses
- A meaningful and challenging project alongside your studies
- Work certificate for your engagement

INTERESTED?

Upload your CV and a short video (max. 3 min) introducing yourself and why you want be part of Un-Dress via this link.

The logo 'UND' is rendered in a large, bold, black, sans-serif font. It is positioned in the bottom right corner of the page, partially overlapping a dark grey triangular graphic that points towards the top right.