

Tell the ZopaAI Story – Mandatory Internship (Praxisphase) or Working Student (m/f/d) in Marketing at ZopaAI

Location: Cologne

Format: Mandatory internship (Pflichtpraktikum, [ca. 18–20 weeks, full-time]) or working student position ([ca. 15–20 hrs/week]) — both possible

About us: ZopaAI is a dynamic start-up developing a revolutionary software solution in the field of B2B management (business-to-business). Our AI-powered platform helps globally active companies identify profitable customers, understand pricing dynamics, and manage strategic partnerships along industrial value chains — with a focus on sectors such as steel, chemicals, and automotive. Our goal is to change the way companies interact with each other. At ZopaAI, we take an agile approach and value creativity, teamwork, and continuous development. We are looking for a dedicated student (m/f/d) to join our marketing team — either as part of your mandatory internship or as a working student. It is very important to us that we work as equals: we are looking for a true team member, not for someone to run errands. Become part of an up-and-coming start-up and help us tell the ZopaAI story.

Your Tasks:

You will work directly with the founding team on questions that genuinely move the business forward. Your tasks include:

- Supporting our press and media relations work
- Creating content for the ZopaAI website and supporting the relaunch of our website
- Various other tasks related to ZopaAI's public relations
- Conceptualising and creating LinkedIn content for the individual accounts of our industry experts as well as for our general company account

Your profile:

- Enrolled in marketing, communications, business administration, or a related degree program, with an internship or practical semester as part of your curriculum (for the internship option)
- Strong interest in B2B marketing, branding, and content creation, ideally with a focus on industrial or tech markets

- Creative mindset paired with an analytical, structured way of thinking about what makes marketing effective
- Confident use of MS Office, especially PowerPoint; experience with design tools (e.g. Canva, Figma) or CRM/marketing tools is a plus
- Independent and structured way of working with a proactive attitude
- Team spirit, strong communication skills in German and English, and a high willingness to learn

What we offer:

- Insight into the commercial reality of a B2B AI start-up, from brand-building through to campaigns reaching decision-makers at large industrial companies
- Direct collaboration with the founding team and a dedicated contact person who supervises you throughout
- Full support for the formal requirements of your mandatory internship — supervision agreement, learning objectives, internship report, and any documentation your university requires
- Your own project with real responsibility, not shadow work
- Flexible working hours that fit your study schedule
- Attractive compensation
- A clear path forward: many internships with us continue as a working student position or lead into a supervised bachelor's or master's thesis
- A motivated and collegial team that supports you and helps you grow

If you want to be part of the growing team of ZopaAI, we look forward to your application. Please send your documents, including CV, earliest possible starting date and relevant references via email to join@zopaai.com.