



Internship in Digital Commerce (limited 6-12 months, 80-100%, all genders)

You are creative, open-minded and enjoy working in an international environment? Do you have a high affinity in digital affairs and an interest in online sales? Do you want to work on exciting eCommerce topics and innovative projects? Then apply now as an intern in our Digital Commerce team!

Tasks

In the course of your 6 months internship, you will work in:

- Digital Content: You look at the digital customer journey and support with content for the four main Lufthansa group carriers' websites.
- Project Support: You actively assist the Digital Commerce team in ongoing projects across five disciplines: Placement & UX, Offer Design & Display, Cross sell and Check out, Customer & Loyalty, and Market Steering & Performance.
- Campaign Management: You support the creation and implementation of promotional pages and visuals to set up our campaigns.
- Conversion Optimization and Benchmarking: You help develop innovative eCommerce measures and research market trends, and present comparisons of online sales topics.
- A/B Testing and Experimentation: You collaborate with respective teams to test new features and help prepare the content according to our customer journey up to go-live.
- Administrative and Event Support: You coordinate internal and assist in organizing team gatherings and events.

Requirements

- Workload Specification: For this position, a 100% workload is preferred.
- HF diploma, Bachelor's, or Master's students or graduates (at least three semesters completed for HF diploma & Bachelor's students), ideally in Business, Marketing, Tourism, or a related Sales field.
- Enrolled for the entire internship period or during a gap year between Bachelor's and Master's degrees.
- High affinity for digital affairs and proficiency in Microsoft Office Suite; knowledge of eCommerce tools is advantageous.
- Strong interest in digital marketing, e-commerce, and customer experience, with excellent communication and interpersonal skills.
- Very good written and spoken English, high motivation, commitment, and initiative, along with strong attention to detail and organizational skills, and the ability to work both independently and in a team environment.

Facts

Location:	Kloten/Zürich
Employment level:	University internship
Function:	Other
Application deadline:	18.12.2024
Working time:	Full-time or part-time
Salary:	2,500. - for Bachelor, 3,000. - for Master
Starting date:	February 1. 2025

Benefits



Attractive company pension scheme



Profit-sharing programme



Subsidized parking or public transport



Company health management



25 days of annual vacation



Nursery



Flight benefits



Remote working



Modern Offices



Diversity programmes



Discounts



Employee and networking events



Paid maternity and paternity leave

Contact

Please apply via our [career site](#)

We are looking forward to your application.

Marta Gomez Munoz

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Company

About Swiss International Air Lines AG

It's the little differences that make working at SWISS so appealing. The fact, for example, that we treat every detail with care, see quality in terms of hospitality and view nationality through an international lens. In a similar way, we see variety as richness, a job as an experience and SWISS as a world of inspiration. You, too, will be stimulated in our special working environment – one in which, wherever you are, you'll always feel: Truly SWISS.... where people matter.

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