

Working Student – Social Media (m/f/d)

Location: Frankfurt School – Centre for European Transformation (CfET)

Hours: Up to 20 hrs/week (working student compliant)

Duration: 6 months, extension possible

Start: 1 November 2026

About Us

The [Centre for European Transformation](#) (CfET) at Frankfurt School of Finance & Management is a leading platform at the intersection of research, policy, and the financial industry. We focus on key transformation topics such as financing innovation, private capital, and digitalisation, and bring together decision-makers from academia and practice.

To support our team, we are looking for a motivated **Working Student in Social Media**.

About the Role

Help shape the digital voice of a think tank at the intersection of finance, policy, and European transformation. You will create content, produce videos, and help build the systems and playbooks that keep our LinkedIn presence running smoothly – engaging an audience of central bankers, policymakers, and investors. This is a distinctive opportunity to build institutional/B2B communications experience beyond generic social media work – and we'll support you in developing from the skills you already have towards this specialised audience.

Your Responsibilities

- Create LinkedIn posts, articles, and short-form video content for a senior finance and policy audience
- Plan, film, and edit videos, interviews, and event highlights
- Monitor LinkedIn analytics and turn data into recommendations
- Repurpose existing content (past events, research, webinars) into new formats
- Maintain and grow our content playbooks and posting pipeline
- Use AI tools (e.g. ChatGPT) to test and refine content before publishing
- Help lead the social media campaign for our Annual Conference (11 March 2027)
- Collaborate with the team to promote events, research, and initiatives

Your Profile

- Bachelor's (from your final year) or Master's student in Marketing, Communications, Media, Business, or related field
- Experience with social media, content creation, or storytelling (e.g. personal brand, student organisation, internship, or coursework project)
- A fast learner who enjoys picking up new tools, topics, and audiences quickly
- Comfortable working independently once briefed, with regular feedback and support along the way
- Curiosity about finance, policy, or European affairs is a plus – no prior expertise required
- Basic skills in Canva or similar tools; video editing experience (e.g. CapCut, Premiere Pro, DaVinci Resolve) is a plus
- Excellent English (written and spoken); German is a plus

What Success Looks Like

We'll start with a structured onboarding to introduce our voice, audience, and tools, then give you growing ownership as you build confidence. Within 2–3 months, we expect you to independently maintain a steady posting cadence of 2–3 LinkedIn posts per week and play a key role in our Annual Conference campaign – one of our most important events of the year.

What We Offer

- Flexible working hours that fit around your studies
- Hands-on experience in social media strategy, content creation, and digital communications – with real strategic exposure to B2B/institutional audience engagement, a distinctive CV builder
- Opportunities to develop your creative, analytical, and technical skills
- Ownership of a flagship deliverable – our Annual Conference campaign – that you can showcase in future applications and interviews
- A collaborative, international, and supportive working environment, with visibility at high-profile events and the Frankfurt School network
- The opportunity to shape and grow the social media presence of a dynamic organisation

Interested?

Send your CV (to Canan Kus at c.kus@fs.de) plus a short note on your relevant experience – concrete examples (links, metrics, projects you've worked on) are especially helpful. Shortlisted candidates will complete a short case study task, presented at the interview.