

Personality Guidance is a management consulting firm, founded in 2022 and the official distributor of the Hogan Personality Assessments, headquartered in Zürich.

Leveraging the evidence-based and scientifically validated Hogan Assessments, we provide our clients with clarity and strategic guidance, from recruitment through to the continuous development of talent.

Our interdisciplinary team, comprising business psychologists, client advisors, coaches, and trainers, delivers bespoke consulting solutions tailored to each client's unique needs. Our guiding principle, "Because personality matters," informs both our client engagements and our internal culture.

We are seeking a **Marketing and Communications Intern** (m/f/d) (50%) to join our **Zürich** office.

Responsibilities

- Developing and executing our monthly marketing newsletter
- Creating engaging weekly LinkedIn posts and supporting our overall social media presence
- Supporting the implementation of our marketing strategy and identifying new opportunities to increase our visibility in the Swiss market
- Writing articles, client success stories, and thought leadership content related to leadership, assessments, talent management, and HR trends
- Updating and maintaining our company website, ensuring all content remains current and aligned with our brand
- Designing and continuously improving client-facing presentations, slide decks, brochures, and other marketing materials
- Ensuring brand consistency across all communications and visual assets using Canva and PowerPoint
- Supporting the promotion of Hogan Certification Workshops, webinars, and client events
- Managing and updating our Hogan online shop, including processing report orders, answering client questions regarding reports, pricing, and procedures, and ensuring an excellent customer experience
- Monitoring marketing performance and proposing creative ideas to strengthen our brand awareness
- Conducting market research on HR consulting trends, leadership development, personality assessments, and competitors within Switzerland

Profile

We are looking for a creative and entrepreneurial student, ideally studying Marketing, Business Administration, Communication, Psychology, or a related field, who demonstrates:

- Excellent written and verbal communication skills in German and English (French is an advantage)
- Creativity and an eye for design and visual communication
- Strong proficiency in Canva and Microsoft PowerPoint
- Interest in digital marketing, branding, and content creation
- A growth mindset and willingness to continuously learn and develop
- Ability to think strategically while also paying attention to detail

- Big-picture thinking with the ability to understand how marketing supports business growth
- Interest in HR consulting, leadership development, and personality assessments
- Understanding of the Swiss market and its business environment
- Strong organisational and project management skills
- High initiative, autonomy, and a proactive approach
- Client-oriented mindset with excellent interpersonal skills
- Curiosity about evidence-based assessment tools, particularly the Hogan Assessments
- Ability to work independently while collaborating closely within a small entrepreneurial team

What We Offer

- A dynamic, ambitious, and collaborative team of 10 professionals across Zürich and Düsseldorf
- Hands-on experience in a forward-looking and high-impact field
- Exciting and varied responsibilities
- Opportunities to contribute your ideas and bring them to fruition

Application Process

If you are interested, please send your CV and cover letter to constance.tournier@personalityguidance.ch.

For further questions, you may contact Constance by phone at +41 43 215 30 85.

Additional information about our company can be found at www.personalityguidance.ch.