

Student Assistant - Product Marketing & Leadership

Deadline:
25-05-2026

Support Product Marketing activities and Product Leadership coordination

In Product Marketing, we succeed when we turn product knowledge into clear communication that helps customers understand the value of our solutions throughout the customer journey.

As the Product Marketing Student Assistant (15 hours a week), you help by keeping our content, presentations, and supporting materials accurate, up to date, and ready to be used across customer-facing channels. You will also support the Product Leadership team with coordination tasks that help create structure in everyday work.

Your work will primarily focus on materials related to our HR solution, Emly People. This includes website content, product updates, presentations, online demos, and other materials used to support customers, Sales, and internal communication. As part of this role, you will work with content and materials aimed at the German market, and we therefore expect you to have native-level German language skills.

You will be part of a team where collaboration, ownership, and a positive team spirit go hand in hand. We work closely together and value an open, social, and supportive environment, where it is easy to share ideas, and help each other succeed.

In the role, you will gain hands-on experience with Product Marketing in an international SaaS company. You will develop your communication and organizational skills, work with stakeholders across teams, and build a strong foundation for a future career within marketing, product, or commercial roles.

Emly People: *Emly People from Paychex Europe is a flexible HR system for small and medium-sized businesses that unifies the entire employee journey in one solution, from recruitment and onboarding to performance, time and absence management, and offboarding.*

Your responsibilities

You will support the Product Marketing team in developing and maintaining content and materials that support the entire customer journey – from first touchpoint on the website, through the sales process and into ongoing customer engagement in relation to new releases and adoption.

Your responsibilities include:

- Maintain and update website content, including customer stories and product pages across multiple markets (WordPress)
- Support creation and updates of sales enablement materials, presentations, and product-related content
- Maintain, create and structure online product demos and ensure overview, accuracy, and accessibility
- Contribute to go-to-market deliverables such as product updates, FAQs, and release-related content
- Assist with coordination tasks such as meeting planning, calendar management, and internal communication

Our humble expectations

Given the responsibilities mentioned above, we expect people with the following traits, skills and experience to be successful in this role:

- Have strong organizational and communication skills
- Are comfortable working with content, presentations, and digital tools
- Are currently studying for a bachelor's degree in marketing, communication, or a related field
- Have an interest in IT, SaaS, or product-related topics

In addition, it is important that you:

- Are a native-level German speaker with strong written and verbal skills
- Are fluent in English (written and spoken)

We are always looking for different talents to broaden our horizon and step up our game, so if you can see yourself thriving and performing in this role, please let us know!

For questions about the role, please do not hesitate to contact aerntgaard@emply.com, Anja Erntgaard, Product Marketing Manager in Paychex Europe. The expected start date is mid-June. Applications will be reviewed continuously, and we aim to conduct one round of interviews before hiring the right candidate.

Contact person:
Anja Erntgaard

Contact email:
Anja Erntgaard

Job area:
Marketing

Position type:
Student

Job country:
Denmark

Location of job:
Østerbro (Copenhagen)

Title:
Student Assistant - Product Marketing & Leadership