



Digital Marketing Specialist

Are you a creative person who loves technology and innovation?

As Digital Marketing Specialist within our newly founded international deep-tech start-up you get the chance to make real impact on the marketing and communication strategy, supporting the launch and growth of a game-changing hardware and software platform for AI at the edge. You will manage and organize the most important activities of the company's communication.

Your role

Your role will mainly include the following:

- Management of the company website, including maintenance and content entry
- Company's blog coordination
- Management and update of LinkedIn and Twitter
- Support Audience analysis, drawing up current audience picture and strategizing to bring in new audiences.
- Ideation and creation of images and videos for our social media channels
- Contribute to the ideation of specific marketing campaigns
- Newsletter coordination and creation
- Active role in the Press and PR activities working with other professionals
- Assist with online and offline marketing collateral for both internal and external use, including but not limited to: leaflets, business cards, merchandise, exhibition collateral, white paper reports, presentation decks, social cards, etc.
- Discover and find new tools and ideas for a continuous improvement of the marketing and communication strategy.

Place of work: Eindhoven

Your profile

- 2-3 years' experience in the digital marketing field ideally accrued in the technology market
- Skilled in WordPress websites - HTML5 and PHP represent a plus
- Advanced knowledge of Adobe Photoshop, InDesign, Premier Pro and other multimedia content creation like Canva
- Knowledge of Mailchimp or similar tools
- You are a proactive & goal-oriented self-starter and problem solver
- Creative and hands-on
- Strong technical affinity
- Great communication and presentation skills
- Fluent in English, both in speaking and writing; fluency in Dutch is a plus
- You are a team player who likes elaborating innovative concepts together with your colleagues
- You are able to work autonomously and plan and perform research tasks
- You have a strong sense of responsibility and want to "Make the impossible possible"



Who we are

Axelera AI is a truly European deep-tech Start Up company which is developing a game-changing hardware and software platform for AI at the edge that will make the industry more integrated, efficient and accessible. Our mission is to spread artificial intelligence for a green, fair, trusted and safe world enabling new application of AI in diverse sectors like smart cities, retail and other markets. Our company is a spin-off from a multinational deep-tech group and is backed by a strong syndicate of institutional investors. We have an extraordinary and international team of top talented researchers and developers working in the headquarter in Eindhoven (NL) and in the branch offices in Leuven (BE), Zurich (CH) and Pisa (IT).

What we offer

Take the chance to become part of a dynamic, fast-growing, international organization. We offer an attractive compensation package, including a pension plan, extensive employee insurances and the option to get company shares.

An open culture that not only supports creativity and continual innovation is awaiting you. Collaborative ownership and freedom with responsibility is characteristic for the way we act and work as a team.

Interested?

Great! We are looking forward to receiving your application! For any further questions or information, please feel free to contact Heike Wilfling, HR Business Partner, careers@axelera.ai. For further information on Axelera AI please also have a look on our website: www.axelera.ai

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