

Permanent Employment, Full Time or Part Time (f/m/d) Marketing Manager

Dresden / remote, as of now

Are the expansion of renewable energies and the decarbonization of our energy industry important to you? Are you interested in new and forward-looking technologies and have no reservations about getting involved in innovative topics? Do you enjoy working in a young, innovative company and a global environment? The independent strategic development of a corporate brand is just your thing? Are you ready to reorganize our marketing and embark on an exciting journey together with us? Then you've come to the right place!

Our Mission

Batteries are essential for the energy and transport revolution. They are installed in buses, trains, construction machinery and renewable energy power plants. Without batteries, there will be no rapid energy and transport turnaround. Although batteries are so crucial, users have little knowledge about how this expensive and complex product ages and how safe batteries are in use.

Creating transparency here is our mission. By using field data, we enable our customers to develop more economical battery systems, reduce operational risks and establish after-use (2nd-use) concepts.

We are an experienced team of engineers, battery experts and software developers and, as a spin-off of the Fraunhofer Institute for Transportation and Infrastructure Systems IVI, we work with state-of-the-art technology for a higher goal - more on www.volytica.com

Your Tasks

- ☐ Strategic further development of the volytica brand and corporate design
 - Conceptual development and maintenance of our external presentation
 - Creation of editorial contributions on various channels (website, social networks, mailings, etc.) on the topic of energy transition, batteries, electromobility
 - Creation of marketing materials (online, offline), also in cooperation with external service providers
 - Management of external agencies
- ☐ Responsibility for the conception, planning, organization and coordination of internal and external events (e.g. webinars, trade fair appearances, employee events, etc.)
 - Central event contact person for customer and partner network as well as internally for all topics related to events
 - Creation and preparation of relevant content and information on upcoming events
- Planung, Budgetierung, Kostenkontrolle sowie Steuerung und Umsetzung der Marketingziele
- ☐ Processing of press and media inquiries
- ☐ Proactively advising management on marketing issues
- ☐ Media planning, market and competition monitoring, identification of trend topics
- ☐ Development of an employer branding
- ☐ Reporting directly to the management

Your Profile

- ☐ Several years of relevant professional experience, studies with a focus on marketing or comparable training
- ☐ High level of creativity, coupled with the desire to try out new things from time to time
- ☐ Very good knowledge of relevant IT software such as MS Office, Adobe Photoshop and/or Adobe InDesign
- ☐ Good knowledge of online marketing and social media strategies
- ☐ Experience in event management
- ☐ Affinity and enthusiasm for the energy transition, IT, renewable energies and/or electromobility are highly desirable
- ☐ Strong communicator and team player with an organized and structured approach to work
- ☐ You have high standards of your own - especially with regard to service orientation, quality and reliability
- ☐ Business fluent German and English, other foreign languages an advantage
- ☐ Cost orientation (maximum effect at lowest cost)
- ☐ Cool head in heated situations and high stress resilience with the ability to prioritize and focus

Why you should join

- ☐ At vdx you are part of a dynamic and ambitious team of juniors and seniors that works together on the technology for tomorrow
- ☐ Modern cloud technologies, electromobility and lithium-ion batteries, IOT, IAC and Industry 4.0: these are no marketing platitudes for us
- ☐ Your strengths and interests determine your development potential - we place great value on individual personality and skill development
- ☐ In the center of Dresden we offer you a workplace with a pleasant, modern atmosphere - and we subsidize your mobility!
- ☐ Flexible work scheduling - we take your individual situation into consideration and make it possible to work in a family-friendly manner. This includes optional home office and remote work

Send Applications to contact@volytica.com

CV, concise cover letter, if applicable references

For further inquiries

jobs@volytica.com | +49 351 87 95 87-00