

Marketing specialist Wanted at Hardware Startup

Project description

We are a young high-tech startup Smart Zavod, that solves the problem of small-scale manufacturing using 3D printing automation in combination with polyurethane injection technology!

At the first stage, we are developing a new generation of 3D printers with unique software, remote control& vision and a new learning methodology, that will break a knowledge gap as a factor limiting the adoption of 3D printing for businesses.

We already have our first achievements – win in [Kickstart2020](#) Funding program.

Join us. Even greater victories await us ...

Job description

Together with our Team you need to find the product/market fit, create a marketing strategy, market research and execute that strategy through various channels to generate initial demand, followed by regular testing and optimization of the demand channels.

Examples of the local tasks:

- Definition of market segments for the go-to market strategy
- Market size calculation (PAM, TAM, SAM, SOM, etc.)
- Choose the right channels for first customers and early adopters
- Unit economic development (CAC, LTV def., etc.)
- Definition of metrics and KPIs for our Startup

What we expect and offer

We are looking for a marketing specialist with relevant bachelor/master degree. The most important: you must be hungry for experience and wants to build a category-defining company!

Working experience in marketing field and technical skills involved in marketing functions, such as data analysis, are appreciated.

At this stage, we offer you, join us and as the 3rd member, apply for the [EXIST-Gründerstipendium](#). This is a great chance to gain experience in building an innovative company on paid basis. You can review the points in the [Application](#) (Ideenpapier) that are important for us and we must fill them out.

If you are interested in this offer, we will gladly provide more detailed information about our project (Idea description, pitch deck, video presentation)

Contact us:

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