



We are looking for a:

Marketing-Magician

*position beginning as soon as possible
in the **Berlin area, Germany***

About Oculyze GmbH

Oculyze, founded in 2016, is a multi-award winning technology Startup. We have developed a unique automatic image recognition platform that enables customers to analyze images from anywhere and get results within seconds, no expensive equipment or specific expertise required!

Our vision is: Image analysis for everyone, everywhere.

We have successfully managed market entry with our first vertical application "[Oculyze - Better Brewing](#)" and are ready to expand and enter new markets in diverse industries including wine fermentation, veterinary and environmental diagnostics.

The Oculyze team members come from far and wide. Despite being a small team we have quite an impressive combined resume – with over 6 languages being spoken between us! Our team is made up of PhDs, engineers, foosball champions, sailors, synchronized swimmers, home brewers and deep, sarcastic souls.

Position

We are looking for an enthusiastic Online Marketing Manager with additional responsibility in communication to lead our overall Marketing and PR efforts. Reporting directly to the CEO, you will be in charge of the development and execution of marketing plans/strategy to reach sales and brand awareness targets. The ideal candidate will be a strategic thinker who also understands the nitty-gritty and is not afraid of getting his hands dirty!

Your insightful contribution will help develop, expand and maintain our marketing channels. You will be leading the following activities: **online marketing** (Social Media, SEM, SEO, website management, web shop), **event management** (trade fairs, industry events, speaking opportunities), **public relations** (writing press releases, pitching stories, managing articles for industry relevant publications, creating and managing long term press relationships), **design** (presentations, website graphics, social media graphics, other marketing collateral). A day is never dull in this position as Freedom is it's middle name.

Must Haves Skills:

- English working proficiency (spoken and written)
- German extended basic knowledge (with commitment to improve to proficiency)
- "Hands on" mentality
- Develop and implement yearly marketing plan to achieve company sales goals
- Analyzing the markets and gain understanding of customers in very different businesses markets (brewing; wine making; veterinary...)
- Organizational & time management skills (events, marketing campaigns, trade fairs etc.)
- SEO, SEM extended knowledge
- Analyze and quantify efficacy of marketing on line campaigns (SEO/SEM; Google Adwords – **Training can be provided**)
- Ability to work under extended periods of pressure
- People skills (develop working relationships with journalists, online and offline colleagues, partners, etc.)
- Understand and manage social media presence

You will be able to **work with external agencies and freelancers** for various tasks if required, but the ultimate responsibility rests with you; results are what matter.

The most important skills we are looking for are: **Attitude, Motivation and Commitment**

Experience:

+2 years of experience in B2B online marketing

Important:

- General design skills (e.g. PPT, Inkscape, GIMP)
- Past experience with newsletters and email campaigns
- Organize trade fairs and events – everything from initial application to booth setup
- Comfortable with managing press work (press releases, white papers, articles and achieve publication, being the go to contact for press inquiries, acquisition of press contacts)
- Past experience managing and performing (minor) website updates (e.g. Wordpress)

Nice to have:

- Experience with photography/ basic image editing
- Experience with Wordpress and/or WooCommerce
- A Craft Beer and/or wine lover just not too much ;-)
- Any other language

What we offer:

- Office Space and a red swingline stapler ;-)
- Flexible working hours with the possibility to work from home up to 2 days a week
- Work in a growing, flexible Startup with a great international team (English is the office language)
- Foosball tournaments, office snacks, unlimited supply of coffee and awesome team events (sailing, brewing, t-shirt design, what would you like to do to meet the team?)
- Independent work with the possibility to grow into a team-leadership position
- Possibility to become a share holder in the company through "Virtual Stock Option Plan"
- We can talk about anything else you need to be successful and happy

Contact us at: hr@oculyze.de