



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 analyses (e.g. micro plastic).

The Oculyze team comes from far and wide. Albeit 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, coaches and metal heads.

Position

We are looking for an enthusiastic Marketing Manager who can handle a growing line of products with very different customers and communication styles. You'll be in charge of development and execution of marketing plans and strategies to reach turnover and brand awareness targets for the products Better Brewing, Fermentation Wine and Subclinical Endometritis. To round up the communication strategy the marketing efforts need to be coordinated with our PR agency.

The ideal candidate will be a strategic thinker who also understands the nitty-gritty and is not afraid of getting their "hands dirty" (e.g. help at trade fair, lend a hand to sales, GSD)!

Your insightful contribution will help develop, implement and maintain the marketing strategy through out our marketing channels. You will be leading the following activities: **online marketing** (Social Media, SEM, SEO, website management, web shop), **event management** (trade fairs, speaking opportunities), **design** (print materials, website graphics, social media graphics, etc.). A day is never dull in this position as Freedom is its middle name.

Would you like to be a member of our team? Your tasks:

- Planning and implementation for the yearly marketing plan to achieve our company sales goals
- Analysis and evaluation of markets and customers in very different businesses markets (brewing; wine making; veterinary...)
- Organization & management (events, marketing campaigns, trade fairs etc.)
- SEO, SEM extended knowledge
- Analyze and **quantify** efficacy of online marketing campaigns (SEO/SEM; Google Adwords)
- Understand and manage social media presence for Oculyze

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.

Must have skills:

- +4 years of experience in B2B marketing
- Strong entrepreneurial mindset as well as an "hands on", independent way of working
- Ability to work under extended periods of pressure
- English working proficiency (spoken and written), German extended basic knowledge (with commitment to improve to proficiency)

Important:

- Organize trade fairs and events – everything from initial application to booth setup
- Past experience managing and performing (minor) website updates (e.g. Wordpress)
- General design and layout skills (e.g. PPT, Illustrator, Inkscape)

Nice to have:

- Experience with photography/ basic image and graphic editing (e.g. Illustrator, GIMP)
- Experience with Wordpress and/or WooCommerce
- Past experience with newsletters and email campaigns
- A Craft Beer and/or wine lover just not too much ;-)

What we offer:

- Office Space and a red swingline stapler ;-)
- Exiting promising environment in a growing, innovative company
- Challenging job where your knowledge and ideas are in demand
- From the first day onwards- responsibility and the opportunity to create
- Open, constructive, pleasant working atmosphere in a motivated team
- Work in a growing, flexible Startup with a great international team (English is the office language)
- Flexible working hours with the possibility to work from home up to 2 days a week
- The company has a "Virtual Stock Option Plan" for those who show **Attitude, Motivation and Commitment**
- We can talk about anything else you need to be successful and happy

Contact us at: hr@oculyze.de