

Marketing Lead for the EIT Digital Accelerator

EIT Digital

We believe in making and shaping a competitive digital Europe that is inclusive, fair and sustainable and aim at global impact through European innovation fueled by entrepreneurial talent and digital technology.

We embody the future of innovation by mobilizing a pan-European multi-stakeholder open-innovation ecosystem of top European corporations, SMEs, startups, universities and research institutes, where students, researchers, engineers, business developers and investors address the technology, talent, skills, business and capital needs of digital entrepreneurship.

We build the next generation of digital ventures, digital products and services, and breed digital entrepreneurial talent, helping business and entrepreneurs to be at the frontier of digital innovation by providing them with technology, talent, and growth support.

For more information, visit www.eitdigital.eu.

About the EIT Digital Accelerator

The EIT Digital Accelerator (www.eitdigital.eu/accelerator) is at the heart of the EIT Digital strategy and supports growth of deep tech digital scaleups by helping them secure enterprise customers and investments in Europe. The EIT Digital Accelerator has been recognized as a world's top public Business Accelerator by UBI Global, and as one of the top 4 accelerator brands in Europe, according to Startup Heatmap Europe.

The Accelerator team is a distributed, pan-European team of high-profile business developers and fundraising specialists. We scout fast-growing deep tech European scaleups, admit them into the Accelerator, and, during the acceleration period, we support them in acquiring customers and raising funds from Venture Capital investors or Corporate Funds. Admitted scaleups are typically seeking to raise investments between 5 and 15 million Euro.

The Role

The **Marketing Lead** is responsible for shaping and developing the overall marketing strategy of the EIT Digital Accelerator activities to achieve and support a portfolio of European scaleups with international Access to Market (customer acquisition) and Access to Finance (fundraising) services by implementing that strategy on an operational level. The Marketing Lead is responsible for development, implementation and execution of the recruitment plan of the digital deep tech scale-ups in the EIT Digital Accelerator. He/She will be responsible to implement and execute the Accelerator marketing strategy.

Main Responsibilities

- Coordinate with the Challenge Lead on planning and execution of marketing campaigns for the sourcing of European deep tech scaleups for Accelerator sourcing including the Challenge, and EIT Digital specific collaborations such as New European Bauhaus and EIC pilot;
- CRM (HubSpot) Management and Campaign Execution;
- Creation of marketing material;
- Event organization and participation;
- Stakeholder management, DB maintenance, IT tool operations;
- Reporting on the activities to the EIT (European Institute of Innovation and Technology) and EIC (European Innovation Council).

Qualifications and Experience

- Master's degree in Science, Technology, Engineering or Mathematics (STEM) is a prerequisite, MBA is an asset;
- Track record of success in integrating digital marketing and communication into the marketing strategy to effectively engage specific target segments;
- Strategic thinker with a sales-oriented and business growth mindset, and a strong customer focus;
- Excellent verbal and written communications skills, working experience in matrix organisations and multicultural work environments;
- Excellent stakeholder management skills. A track record of success in developing effective marketing support systems for a variety of partners;
- Experience in managing video content and production, and effectively using this content to engage specific target audiences and drive sales.

Languages

Fluent in English with excellent verbal and written communication skills and ability to adapt to a variety of stakeholders is required. Knowledge of any other EU language is a merit.

Employment

This is a full-time position. EIT Digital office in **Madrid (Spain)**, **Paris (France)** or **Milan (Italy)**. Selected candidate may be required to occasionally travel to other EU countries.

To apply

Please mail a resume and motivation letter to accelerator_vacancies@eitdigital.eu, outlining how your skills and experience meet the qualifications of the position. Applications without a motivation letter will not be considered. Additional information can be obtained via www.eitdigital.eu/our-community/careers.

EIT Digital is an equal opportunity employer and values diversity. To build a strong digital Europe that works for everyone it is vital that we have diverse range of skills, knowledge and experience in the sector. Therefore, we welcome applications from anyone who meets the above criteria and encourage applications from women, ethnic minorities, and other underrepresented groups.

Applications should be submitted before 11:59 p.m. CET on Monday, May 30, 2022.