

visplore

Visplore (<https://visplore.com>) is a software start-up in self-service analytics of time series data from technical processes and assets. We empower users such as process and maintenance engineers to make data-based decisions and optimizations. Numerous enterprises in manufacturing and power supply worldwide are using Visplore for boosting their digital transformation towards more sustainable processes and reliable asset usage. We are located in central Vienna, Austria, and backed by multiple venture capital investors. For helping us grow the digital brand of Visplore, we would like you to join our team as a

Content Marketing Expert (m/f/d) in Industrial Data Analytics

As part of our supportive team of 22 talents, you will use your technical knowledge and your communication skills to turn use cases from industrial data analytics into inspiring content.

What you will do

- You will create engaging textual content for marketing and sales on use cases from our customer success team to be used in folders, presentations, videos, web pages, blogs, ...
- You specify and give feedback for the creation of professional graphical material (images, videos, slides). The material itself is created by a designer.
- You plan and create regular postings on social media and our newsletter.
- You plan, setup, monitor, and reflect on marketing campaigns for further prioritization. This includes A/B tests and research of suitable key words.
- You create and maintain our company profile on web pages of events, partners, etc.

Who you are

- You have excellent English communication skills and a passion for writing technical content
- You quickly understand technical data-related use cases and their business value, ideally by having an engineering background **OR** by having 3+ years of work experience in a position for creating technical marketing content
- You collaborate well with different people, e.g., application engineers, sales, designers
- You have a strong interest in digital transformation and an overview of trends in Industry 4.0
- You are well-organized and have a reliable, independent way of working
- You are familiar with social media and have been active on platforms such as LinkedIn
- Experience with digital marketing (SEO, Google Ads, market research, ...) is a big plus
- German is also a big plus, but not a requirement
- You are an EU citizen or have a valid work permit in Austria
- You are willing to move to Vienna

Why you will love working at Visplore

- Cooperative startup atmosphere in an international team
- Highly interesting use cases from dozens of world-leading industrial enterprises
- Central, easy to reach working location in Vienna, one of the most livable cities in the world
- Uncomplicated and transparent communication culture
- Possibility to grow your position with the further growth of the company
- Flexible working time, partly home office possible (optional)
- Monthly company events and team activities, games, table soccer, branded hoodies 😊, ...

We offer a fixed annual gross salary of at least 50.000€ (38.5h/week, 5 weeks paid vacation/year). Higher salaries are possible depending on your qualification.

Contact

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