



Are you a creative storyteller with a passion for translating complex technical topics into compelling content? Do you have experience in marketing technical products and engaging engineering audiences? Then we have the perfect opportunity for you!

About 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 23 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 drive the creation of engaging content for marketing and sales about use cases from our customers, to be used in folders, presentations, videos, web pages, blogs. You actively engage the customer success team to provide all information you need.
- You specify and give feedback for the creation of professional graphical material (images, videos, slides). The material itself is created by a colleague with design background.
- You plan and create regular postings on social media and our newsletter.
- You are involved in online marketing campaigns (LinkedIn, Google, etc.), ideally bringing in know-how from doing this in previous jobs. This includes A/B tests and recherche of suitable key words.
- You maintain our web presence, including our own web page and company profiles on web pages of events, partners, etc.
- You support the organization of webinars and preparing our presence at trade-fairs

Who you are

- You have excellent English communication skills, and you are quick on the uptake
- You have had professional experience with topics in industry or data analytics. Ideally, you have collaborated with engineers before and have a certain enthusiasm for their topics.
- You have 3+ years of work experience in a marketing position of technical products
- 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 have passion, creativity, common sense, and a sharp eye for design details
- 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
- Experience with professional use of generative AI is a 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

- Supportive startup atmosphere in an international team, where your ideas and creativity matter
- Highly interesting use cases from dozens of world-leading industrial enterprises
- Central, easy to reach working location in Vienna, one of the most liveable 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 54.000€ (38.5h/week, 5 weeks paid vacation/year). Higher salaries are possible depending on your qualification.

Join Visplore and help shape the future of data-driven decision-making!

Contact

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