



Digital Marketing Manager - Berlin

PXL Vision AG is a Swiss ETH spin-off founded by former key employees of Dacuda AG (sold to Magic Leap). PXL Vision has developed a fully automated platform for secure verification of identities, supporting businesses in their digital transformation to reduce fraud, minimize the cost of customer onboarding & compliance and increase sales conversion.

PXL leverages latest computer vision and machine learning algorithms to verify digital identities and we have successfully launched our solutions in the Swiss market. We are now expanding internationally and looking for a Berlin based digital marketing wizard to strengthen our brand and drive inbound sales.

As our marketing wizard you will be key for the company's recognition in the market. You will:

- Proactively shape PXL Vision's branding and marketing strategies, communication of USPs and corporate branding
- Define convincing marketing plans and ensure proper execution of all marketing activities
- Strategically identify potential target segments, customers and use cases
- Drive PXL Vision's inbound marketing by planning and producing highly engaging content such as case studies, white-papers, articles, social media posts, press releases etc - and manage all communication channels to increase organic growth (incl. SEA/SEO optimizations)
- Plan and execute event marketing, lead generation and marketing automation
- Implement sync between different marketing and sales tools and coordinate marketing agencies
- Implement internal measurement and reporting structures for marketing and sales efforts
- Be an expert on the latest market trends, industry best practices and the competitive landscape

That's you

- Bachelor or Masters Degree in a relevant field
- 5+ years hands-on experience in relevant marketing topics (e.g. strategic marketing, branding, campaign / project management, inbound B2B marketing, SEO/SEA, social media, marketing automation)
- Native German speaker and excellent English with strong communications skills; ideally a flair for storytelling, content marketing and copywriting
- Process-oriented and able to analyze quantitative and qualitative data to make strategic decisions
- Able to define and execute convincing marketing strategies
- Entrepreneurial, self-motivated, fast moving, driven to exceed targets, good eye for detail
- Ideally some capabilities in fields such as graphic design, video, photography or similar

What We Offer

- A unique opportunity to take ownership of our international growth agenda in a truly entrepreneurial environment
- A challenging and rewarding job with an immediate impact on PXL's success
- An inspiring, motivated, dynamic and interdisciplinary team
- An international work environment with flat hierarchies and a goal-oriented culture
- The opportunity to become part of an ambitious, lauded and fast growing technology start-up
- A job in the heart of entrepreneurial Berlin, with regular visits to our beautiful Zurich offices

This position is available immediately. Please send us your complete application to jobs@pxl-vision.com