

DotX Control Solutions is looking for a

Product Marketeer (freelance)

DotX Control Solutions develops advanced control systems for a wide variety of systems, such as:

- Wind turbines
- Processes (steel, chemistry)

One of our main products is a software tool known as the PID Tuner that allows non-experts (in control) to realise optimal control solutions.

Description of the position

Your job is to translate our vision about the PID Tuner into more high quality traffic to our website(s). In particular:

- Create high quality marketing & communications campaigns
- Develop and implement the online marketing strategy
- Set up KPI tracking for the channels involved and report on effectiveness of online marketing campaigns
- Analyze and continuously strive to improve site performance and user experience (e.g. usability testing, client profiling)

Qualifications

- MBA, or Master of Science in a business related study such as Economics.
- Knowledge and experience in business to business sales (preferably of control software, like Siemens, Allen Bradley, Omron, etc.)
- Commercially and strategically skilled
- Excellent verbal and written communication skills

What we offer

Challenging and exciting projects, pleasant and friendly working environment.

How to apply

Your application should consist of:

- a motivation letter,
- a curriculum vitae,
- your MSc report, and/or portfolio