

Marketing Manager

We have the coolest product – a high-tech LaserTrain, are growing, but are missing our marketing expert. We are looking for you!

LPS

Our LaserTrain solves a familiar problem: falling leaves leading to long delays for train passengers. Over the past years we have focused on product excellence: our solution is the only one proven to stop slippery conditions for up to 24 hours. On top, our competitors use a lot more energy, by-products such as water or ecologically unfriendly mixtures. We are helping passengers, railway companies and the environment.

What are you going to do?

Product excellence is great, but it's even better when you know how to market it. Do you? Marketing is now being handled by the head of sales and finance. It's time to change that – we need more focus on our marketing! You will have freedom in building a brand new marketing strategy.

Do we need to improve our branding? Do you want to spread our expert-knowledge in the field of slipperiness on railway tracks? Advertising campaign? Use our clients communication network? Shoot a marketing video on-site at our clients in New York? Will we hire outside help, grow the marketing team or can we manage for now? What budget do you need? And how will we measure results? It's all up to you!

Responsibilities

- Develop our marketing and communication strategy
- Lead our marketing and communication activities
- Provide and develop branding and communication materials
- Marketing result analysis and optimisation
- Responsible for our marketing budget

Qualifications

- An affinity for marketing technical products
- English is a must
- Prior experience with marketing strategy is a plus
- B2B experience is a plus

What can you expect from us?

There is not only freedom in what you do, but also how you do it. There are some activities and office days as we think it's vital to get to know the team, but most days you are free to work from home. No 9 to 5-attitude, make sure to enjoy the sunny days, your output and performance is what matters in the end.

- 32 days of holiday
- Flexibility to work from home or our Amsterdam office
- A good salary
- Fair raises, based on your performance and the company's growth

You would join as employee #10. The team mainly consists of engineers, with the exception of the head of sales & finance, with whom you'll work most closely. About half of the team is Dutch and the other are from UK/Ireland/India. With an average age of just over 30 we have a team that is young, but not without experience. As a company, we have long-term contract offering stability for the coming years, but are working on contracts that would mean hyperbolic growth. Will you scale with us?

Interested?

Send an email and your resume to ben.medendorp@lasertribology.com and we will be in touch soon. Feel free to reach out to me on +31650643016 should you have any questions.