embotech

Marketing Manager AI Solutions

Zurich, Switzerland

Embotech is an award-winning software scale-up developing cutting edge autonomous driving technology and solutions for autonomous vehicles, with focus on private ground applications such as trucks at port terminals and passenger cars in factories. We are delivering safe autonomous transportation by leveraging the real-time optimization technology that we have been developing since 2013.

We are looking for a Marketing Manager AI Solutions to define and execute the marketing strategy for our AI-enabled autonomous driving and logistics automation solutions. The role combines strategic B2B marketing, technical communication, content creation, digital marketing, website ownership, brand management, and event coordination. The successful candidate will translate complex autonomy and AI topics into clear, compelling communication for customers, partners, investors, media, and industry stakeholders.

Join us at Embotech in a fast-growing company with attractive conditions and flexible hours. You'll be part of a dynamic and international team, working alongside highly skilled colleagues passionate about excellence and efficiency. We're looking for motivated individuals to help us tackle one of the world's most complex challenges and propel our company forward.

Responsibilities:

Strategic Marketing & Market Positioning:

- Define and drive the marketing strategy for Embotech's AI-enabled autonomy solutions, aligned with company goals, commercial priorities, product roadmaps, and target customer segments
- Position Embotech as a leading provider of L4 autonomy solutions through clear, differentiated, and technically accurate messaging
- Translate complex topics related to AI, autonomous driving, logistics automation, and industrial technology into clear and commercially relevant communication.
- Lead thought leadership activities by identifying topics, coordinating with internal experts, and developing suitable publication formats
- Liaise with product, technology, sales, business development, communications, and C-level stakeholders to identify communication opportunities and key messages

Content, Brand & Digital Presence:

- Develop and manage Embotech's B2B social media presence, especially LinkedIn, including content planning, publication, community engagement, KPI tracking, and optimization
- Create high-quality written, visual, video, and digital content for the website, social media, brochures, presentations, press releases, events, and sales materials
- Own and continuously improve the Embotech's website, including content, structure, messaging, visual quality, and Webflow implementation
- Ensure consistent and professional branding across website, social media, customer materials, internal templates, office branding, and event assets

Commercial Marketing, Events & Performance:

- Plan and coordinate selected B2B industry events, including project planning, booth assets, stakeholder coordination, customer meetings, and event communication
- Monitor marketing KPIs and derive actions to improve content quality, reach, engagement, website traffic, and campaign performance

Qualifications:

- Proven experience in strategic B2B marketing, including marketing strategy, positioning, messaging, target audience definition, and channel planning
- Strong understanding of AI-enabled autonomy, autonomous driving, L4 autonomy, industrial automation, logistics automation, robotics, or a closely related deep-tech field
- Experience in a fast-growing technology company with close collaboration between marketing, sales, product, engineering, and executive leadership
- Ability to translate complex technical and commercial topics into clear, accurate, and compelling communication
- Hands-on experience in B2B content marketing, social media, digital communication, and brand management
- Excellent English copywriting and editing skills with strong attention to detail, German language skills are an advantage
- Experience managing LinkedIn or similar B2B channels, including content planning, community management, KPI tracking, and optimization
- Practical experience with AI-supported marketing and content creation tools, including copywriting, image creation, video editing, and content optimization tools
- Hands-on experience with website content management, ideally Webflow
- Experience creating or coordinating videos, visuals, brochures, presentations, event materials, and sales enablement assets
- Experience planning and executing B2B trade fairs, conferences, exhibitions, or similar industry events
- Ability to work confidently with technical experts, commercial teams, senior management, and external stakeholders
- Structured working style, strong project management skills, proactive mindset, and high ownership mentality

Our preferred starting time for this position is ASAP

We look forward to receiving your application

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