

SAIL LABS Technology GmbH is a leading global provider of media monitoring solutions. We are one of the world's leading innovators in the field of Open Source Intelligence (OSINT) and speech and language technology systems, creating cutting-edge software for speech and multimedia analysis solutions. SAIL LABS Technology supports commercial applications (e.g., news monitoring, broadcast news transcription and indexing) as well as government applications (e.g., public opinion monitoring, surveillance and intelligence gathering).

SAIL LABS Media Mining System is an integrated platform for analysts and decision makers enabling the extraction of key information from multimedia sources in multiple languages in real time.

We are currently looking for a

Marketing-Research Specialist (m/f)

Full-time

In this position you will be responsible for developing and implementing a clear and engaging communication strategy across a range of digital, social and physical channels. You will also assist with research-related tasks and together with the Sales & Marketing Team you will act as SAIL LABS' voice, take care of the company's reputation management and work on the increase of brand awareness.

Tasks:

Preserving and extending the existing internal and external communication strategy in cooperation with executives, clients and business partners and establishing new communication channels within the framework of the communication strategy, by:

- Generally, the development of brand messaging, point-of-views and content focused on different markets.
- Marketing-related tasks such as: Manage and write a variety of company's communication - Creating long-form textual content, case studies, white papers, press releases, etc., and creating short texts such as for the website or social media posts, newsletter, etc.
- Research-related tasks such as: actively searching for and evaluating information, conducting research using books, journal articles, newspaper sources, surveys, etc., to gather data and interpret data, analyzing and interpreting patterns and trends.
- Content Management of the company's website, Twitter and LinkedIn page and other channels.
- Helping in the conception and production of product-related visual content (posters, videos, presentations, data-sheets, brochures, booklets, etc.) in collaboration with the Marketing/Sales team.
- Delivering presentations on various product-related topics and to diverse audiences.

Qualifications:

- University degree in Communications or media studies, Marketing or Social Sciences (preferred but not mandatory).
- Previous experience in research-related projects an advantage.
- High information and media literacy.
- Practical experience in Communications or Marketing.
- Fluency in English, verbal and written (B2/C1).
- Excellent knowledge of MS Office (Microsoft Word, Excel, Power Point).
- Experience with Adobe InDesign and Content Management System (CMS) as WordPress or any content builder are an advantage.
- Advanced social media skills (Twitter and LinkedIn preferred).
- Experience with customer relationship management tools is appreciated.
- Flexible, self-organized and independent working style and willingness to learn.
- Openness to cultural diversity and an ability to cooperate in a diverse environment.

We offer:

- On the job training to understand our product, business field, values and vision.
- Flexible working time, central working location (Vienna, 9th district).
- Young, international and ambitious team developing high tech solutions for clients across the globe.
- Friendly atmosphere, no dress code and free breakfast on Fridays.
- Starting salary from 1.989€ gross (14 payments on an annual basis), depending of the experience and knowledge.

We look forward to receiving your application in English, including CV, photo and expected remuneration, via E-Mail to recruit-marketing@sail-labs.com

SAIL LABS Technology GmbH
Mariannengasse 14, 1090 Wien
Tel +43 1 580 95-0

www.sail-labs.com, <https://www.youtube.com/sail-labs>