

## Marketing Director (Tel Aviv, Israel)

Gauzy is hiring! We are looking for a driven and dynamic Marketing Director with a mind for product development and positioning, branding, lead generation, and content management. This position will work closely with the VP of Sales and global sales team enabling them to meet their commercial objectives. This person will also work closely with the other members of management, and reports directly to the CEO.

This is a temporary position covering a maternity leave.

### Responsibilities:

- Develop and launch new technology related products with a clearly defined strategy including writing MRD's, price setting based on market research, branding, mini-site development with a PPC campaign, other go-to-market roll out
- Generate leads through the current strategy, while bringing additional creative lead generation strategies to the table, and monitor leads to qualify as MQL's before passing to the sales team in Salesforce
- Planning exhibitions including booth location, concept design, coordinating with suppliers, graphic design direction, shipments, travel arrangements, and marketing materials
- Content writing/ management for all corporate and product based print and digital collateral (one pagers, presentations, social media, newsletters, updates on website, other)
- Manage all marketing related suppliers for direction and timeliness of various projects including PR, graphic design, project photographers, blog writing, website management, and more

### Desired Skills and Experience:

- Minimum of 5-7 years' experience in a senior marketing role with a proven track record of success
- A Bachelor's degree in Marketing or a Communication based degree; Master's degree a plus
- Experience with product development and product launches
- Experience with planning exhibition space for international shows
- Understanding of digital marketing, and lead generation strategies including SEO, PPC, and other
- Positive, independent, confident
- Ability to adapt and thrive in fast paced, high stress environment while being resilient and meeting set or spontaneous deadlines
- Highly skilled written and verbal communicator
- English mother tongue – A MUST!
- Experience working with a global company
- Salesforce experience – a plus

Come and join us! Apply at [jobs@gauzy.com](mailto:jobs@gauzy.com)