

Marketing & Strategy Analyst

Job Description

Company Description

Caracol offers extreme, Additive Manufacturing, solutions with no scale limits to companies in different industrial sectors.

The company has developed its own Large-Scale Additive Manufacturing Robotic system, that with a patented extrusion head, proprietary algorithms and the use of robotic arms, can manufacture advanced components with no limits in scale. The flexibility of the robotic system allows not only to manufacture very large-scale parts but also complex geometries and parts with improved mechanical performance. Caracol provides a solution that saves production costs, reduced production lead time, and limits production waste to a minimum and can reutilize the waste produced.

By using a direct printing system, Caracol works with a wide variety of advanced composite materials – mostly techno polymers like PP, PPS and PA12 reinforced with fibers like carbon and glass. Thanks to our deep know-how and strategic partnerships with material producers, our Design & Engineering team identifies the best fitting material and technology to manufacture our client's applications.

Caracol's team combines a deep expertise in generative design and additive manufacturing, with an extensive knowledge of the industrial goods sector. Using very advanced design and analysis tools to optimize design for additive manufacturing according to the required performance. We work with clients accompanying them throughout the production process, supporting them by facilitating their getting to know the technologies and the opportunities of Additive Manufacturing.

We have been working with customers from industries such as Automotive and Motorsports, Aerospace and Defense, Industrial Machinery, Medical Devices, Design and Architecture. We offer our clients a broad range of solutions: from design and concept development, engineering components for AM production, manufacturing prototypes and pre-series with no limit in scale, line production of finished parts, as well as support in internalizing 3D printing technologies, 3D printing training and workshops and more.

Caracol has just closed a 3.5M Euros funding round with 2 Venture Capital Funds and several top tier business angels and it is now launching an ambitious growth plan to consolidate its role as leader in the Large-Scale Additive Manufacturing industry.

Job Type

- Full time

Contacts

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www.caracol-am.com
+39 0362 283 204

Address

Via Marisa Bellisario 6C,
Barlassina (MB)
20825 - Italia

CARACOL

Main activities

The person will be working directly with the CEO and CMO of the company, as well as interacting with all departments on different projects and activities. Following are the main activities they'll be working on:

- Support brand strategy implementation and ensuring correct use of brand identity assets
- Develop monthly Editorial Plan for brand touchpoints / social media channels (e.g., LinkedIn, Instagram, Facebook, Twitter, YouTube, MailChimp, ...) and manage channels on a day-to-day basis
- Manage KPI tracking, key analysis on business and marketing performance as well as market research activities for specific projects
Assist company departments with development of content for presentations (e.g., powerpoint slides for business development, projects, ...)
- Run preparation of periodic documents and reports for investor update and strategy review
- Support in management of website and content updates (e.g., update news section, case studies)
- Support in implementation of best practices on SEO / SEM strategies
- Develop and organize content creation with the support of graphic designer (for visual content)
- Support on identification, organization, and budgeting of key fairs and events, collaborating directly with other company departments (i.e., Business Development) and with support of a graphic / exhibition designer
- Support R&D department in identification, write up and application to call and tenders (regional, national, and international)
- Entertain relationship with external suppliers (e.g., design / content agencies, suppliers, fairs/events coordinators)
- Manage relationship and request from press, sector experts, and other entities on PR activities (i.e., drafting press release, interviews scheduling, ...)

Operational Skills Required

- Master's degree in Management / Marketing Management / Business required
- Knowledge of Digital Marketing tools and logic (i.e., social media channels, Google, SEO/SEM)
- Exceptional oral and written communication skills in both English and Italian
- Experience with Microsoft Office (Powerpoint, Excel and Word required)
- Knowledge of Adobe Photoshop and Premiere preferred

Soft Skills required

- Passion for world of technological innovation / additive manufacturing / advanced industries
- Entrepreneurial spirit and interest in world of start-ups
- Team player
- Analytical skills
- Organizational skills and self-management of time and activities
- Proactivity
- Flexibility in adapting to different tasks and to a dynamic working environment

Place of work

- Via Bellisario 6C, 20825, Bellisario (MB), Italy
- Smart Working

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