

## Welcome to the future of solar lighting, welcome to hei!

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**hei** is an Austrian company, established in 2001 and based in Vienna, specialising in creating cutting edge solar outdoor lighting, photovoltaic modules and solar powered Smart City / IoT applications. We emphasis aesthetic, technical and practical excellence in every part of our business, working together to create premium quality products. We are proud to have products installed across the globe, from the U.S.A. through Europe to the U.A.E. We also pride ourselves on the highly diverse nature of our colleagues, with over 15 nationalities being represented in our 40 employees!

We are currently looking to enhance and expand our team, with the addition of a

## Head of Marketing (m/f/d)

to join our company as soon as possible.

### YOUR RESPONSIBILITIES:

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- Crafting marketing strategies and campaigns and executing all our marketing activities (digital marketing, advertising, communications)
- Ensuring our brand message and image is strong and consistent across all channels and marketing activities (like events, email campaigns, web pages and promotional material) and products
- Responsible for product launches and campaigns in new markets
- Analysing consumer behaviour and determine customer personas
- Supervision and further development of our internet presence and social media activities
- Planning and organization of participation in trade fairs, product presentations and events
- Creation and maintenance of all relevant communication tools (product catalogue, brochures, company presentations, etc.)
- Development and support of all PR agendas to strengthen market presence
- Support in the implementation of market-relevant product management
- Management of "competitor monitoring"

### YOUR QUALIFICATION & SKILLS:

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- Graduated from a university with specialisation in marketing or communications
- Have an extensive work experience and profound knowledge in those areas (min 4 years)
- Passionate about sustainability brands and our environment

- Ability to write on-point texts that inspires, educates & convert
- Advanced knowledge of CRM (Salesforce) and marketing automation tools
- Experience with SEO and analytics tools (Google Analytics, WebTrends) and being comfortable using collaboration and CRM tools
- Basic knowledge of Adobe suite is an advantage
- Ability and skills for strategic planning
- You are excited to bring new products to new markets
- You bring a data-driven mindset, like testing different approaches
- Hands-on mentality: you think in solutions and not in problems
- Excellent written English; German of advantage

## WHY YOU SHOULD APPLY:

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- A diversified job
- Innovative and unique products with a high market potential
- Performance-based pay
- A high degree of personal responsibility
- Cooperation with an international team

The minimum yearly salary (based on the Collective Agreement) amounts to € 40.000. The actual salary is higher and is aligned to professional experience and qualification.

## THE APPLICATION PROCESS:

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To apply please send **an email containing your CV, and a short covering letter** detailing why **hei** appeals to you and what skills you can bring to us to [recruitment@hei.at](mailto:recruitment@hei.at).

Once received, please allow us approximately two weeks to review your application. If we see you as being a good fit, we will arrange an in-person or video call interview depending on your local availability.

From then we will evaluate your interview performance and invite you for a second follow-up interview to further get to know you and to give you a chance to meet the team.

Following a successful interview an offer is usually made!

**We look forward to receiving your application!**

**hei Technology International GmbH, Ameisgasse 65, 1140 Vienna, Austria**