



ZYLIA

Zylia develops innovative, world-class recording technologies and turns them into products that improve the lives of musicians and audio creatives. With a passionate and dedicated team of experts in audio research, software, business and product development, the company crafts and delivers products with the potential to redefine and revolutionize the way sound and musical performances are recorded. Leveraging their personal experience recording, writing, and producing, along with input from music and audio communities around the world, Zylia's experts bring musicians agile recording tools that make it easy to be creative in any environment.

Team at Zylia is also engaged in audio technology development in the MPEG standardization group. We also help other companies develop their own products and services especially in the field of audio and video signal processing.

We are looking for:

Junior Marketing & PR Specialist

Location: Poznań

The position plays a vital part in increasing Zylia brand awareness, as well as in promoting company products across the globe – especially in the United States and EU. The Junior Marketing & PR Specialist will contribute to the development of creative content related to supporting strategic brand initiatives for marketing, sales and public relations in various channels.

Work at Zylia means:

- Participating in the creation of cutting edge audio recording technology;
- Making an impact on our existing processes and creating new ones – we're always open to brilliant ideas;
- Working with a diverse group of people from various fields of expertise (software engineers, electronics engineers, audio and sound engineers, musicians, artists);
- Working in an open and challenging environment.

A perfect candidate:

- Minimum of BA degree in communications, PR, marketing or related;
- Excellent writing and content creation skills - both in Polish and English;
- Excellent written and verbal communication skills - both in Polish and English;
- Creative thinking and the ability to support a fast-paced team culture;
- Experience and knowledge in the social media landscape, trends, networks and toolset;
- Quick learner with an overall passion for continuous improvement;
- Team worker – ready to work with internal stakeholders;
- Working knowledge of Microsoft Word, PowerPoint and Excel; Adobe Photoshop, Acrobat and other software will be a plus;
- Knowledge of e-marketing tools (Google Analytics, Google Adwords, Facebook, Heap Analytics, Hotjar, Intercom, Clearbit, etc.) will be a plus;
- Confirmed achievements in promoting innovative technology products will be a plus;
- Experience in conducting marketing campaigns using the Internet and social media will be a plus;

- Knowledge of the audio, multimedia and creative content industries will be a plus;
- Knowledge of CRM systems will be a plus.

Her / His role will be:

- Pushing Zylia as an industry leader in the field of 3D audio recording and production on a global market due to short and long term strategies;
- Creating and editing content for various formats (advertisements, press releases, specialized articles, blog posts, social media snippets, etc.);
- Supporting company social media activities;
- Monitoring and analyzing information about the company on the Internet;
- Measuring the effectiveness of marketing activities;
- Liaison of external subcontractors and agencies, as well as of journalists and social media influencers;
- Working closely with the board, as well as with the marketing, R&D, and sales teams to ensure consistency of messages, branding, design language and positioning;
- Engaging with public relations support to develop content related to company initiatives, events, and news;

If you are enthusiastic to shape the Zylia R&D center in Poznan, Poland, together with us, with a high level of technical innovation, feel free to contact us. Please, send your CV and cover letter to jobs@zylia.pl

Please, attach in your application: "I hereby declare that all the facts and information provided for this cover letter and CV are true. I allow my personal data stated in the above-mentioned applications to be processed for the purpose of recruitment, in accordance with the Personal Data Protection Act dated 29/08/1997 (Dz.Ust.No.133, item 883)".