

## We are looking for a

# Partnership and Community Expert

Keywords: Business Development / Partner Engagement / Association Outreach

**Job location:** Zurich, Switzerland

**Job category:** Business Development and Marketing

**Contract:** Full-time or Part-time position, permanent, with a probation period of 3 month

**Start date:** Q1 2021

**Salary:** Depending on the experience of the candidate, to be discussed

**Holiday:** 25 days per annum, plus statutory holidays

### Job description and responsibilities

As Partnership and Community Expert you will work with different teams in Martel to build and support the communities and ecosystems within the research, innovation, and business initiatives and projects Martel is engaged on: identifying target stakeholders and initiatives, engaging stakeholders in a sustainable and broad perspective, bringing voices and perspectives together into important debates.

You will support Martel establishing relationships with a wide range of individuals and organisations, understanding what Martel can offer them based on the available list of services and activities: EC funding partner with Martel Consulting, Communication agency for digital innovation with Martel Media, and innovation or commercial partner with the Martel Lab.

In particular, you will engage with the Digital4Planet (<https://digital4planet.org/>) non-profit association for sustainable digital transformation to create a systematic, process-driven approach to partner outreach and relationship to ensure the achievement of membership goals, deliver a great experience to our partners when representing the association and be our partners' liaison internally.

Moreover, you will participate to the business development and commercial activities for the Orchestra Cities platform (<https://www.orchestracities.com/>), develop and drive marketing campaigns to grow Orchestra Cities market share and profitability, generate new business and opportunities for Orchestra Cities, provide input and support the development of marketing and communication materials, and keep a great ongoing relationship with Orchestra Cities partners offering new ways to grow the partnership.

You will be active in a friendly international environment and participate in national and international projects across Europe (and beyond from time to time). In this respect some travelling within and outside Europe will be entailed.

### Fit for the challenge

- + Proven experience in business development or marketing within an innovation- and technology-driven industry
- + Proven experience in engagement and outreach activities across companies, partner networks, sales networks, supply chains, or consortia and associations
- + Excellent communication skills, both verbal (presentations, discussions, pitches) and written (marketing briefs, strategy documents, outlines for media content production)
- + Strong skills in professional relationship management, diplomacy, and conflict resolution
- + Solid analytical thinking and problem-solving capability
- + Interest in and good understanding of the ICT industry on specific domains our projects and customers are active in (IoT, Cloud, AI, Telecoms, Creative Industry, Media, etc.)
- + Ability to travel when needed.

### More specifically:

- + Native or excellent English, written and verbal
- + Creative, open-minded, flexible, great time management skills, ability to multitask and proactive attitude
- + Communication and social media experience in a business development or engagement/outreach setting: campaigns, targets, and strategies

### What could be a plus?

- + Experience in the context of Horizon 2020 project dissemination and communication
- + Experience with social entrepreneurship, sustainability, and non-profit associations
- + Knowledge and experience with sustainable economic and business models
- + Knowledge and experience on IoT, Smart Cities, Industry 4.0 and similar business domains
- + German proficiency at intermediate or better level
- + Other spoken EU languages

### Do you want to apply?

Send us:

- + your CV;
- + cover letter (clearly elaborate on why you are the right person for the job);

via email to **careers@martel-innovate.com** indicating “**Partnership and Community Expert**” in the subject.

## About Martel Innovate

Based in Zürich, with offices also in Lugano, Martel is an innovative and dynamic SME specialized in the management, innovation and promotion of international Research and Development projects with a focus on advanced Internet technologies, such as 5G, IoT and Cloud.

Martel, with more than 20 years' experience in the European and Global ICT scene, includes three departments that work side by side to deliver the best quality to its customers:

- + Martel Consulting, a department specialised in R&D Project and Innovation Management and Strategic Consulting, focusing on the coordination of H2020 projects;
- + Martel Media, a division specialised in dissemination, communication, marketing and community building activities at the service of ICT initiatives and projects;
- + Martel Lab, a R&D department specialized in cloud native architectures, spanning from cloud computing infrastructures to cloud computing as an enabler in different application fields such as: Big Data, IoT, and Smart Cities.

Martel's team is an international and dynamic group of people that combine skills and expertise from different domains, including business, technological, scientific, communication and marketing sectors.