

Embedded Boards



Cloud Computing



AAEON Technology Inc, an ASUS Associated Company, is a leading manufacturer of advanced industrial and embedded computing platforms. Committed to innovative engineering, **AAEON** provides integrated solutions, hardware and services for premier OEM/ODMs and system integrators worldwide.

AAEON also offers customized end-to-end services from initial product conceptualization and product development on through to volume manufacturing and after-sales service programs. **AAEON** is an Associate member of the Intel® IoT Solutions Alliance.

AAEON has well established, strategically positioned branch offices across the U.S., Europe, Mainland China and Singapore.

Marketing Specialist

We are currently looking for an experienced Marketing Specialist who will excel his/her talent in marketing activities together with our marketing team in Eindhoven, The Netherlands.

You will coordinate and manage different marketing function modules, including events, webinars, social media, brands and digital marketing collateral across audience. With B2B brand (AAEON), you drive all activities to maximize the leads generation; with B2C brands (UP), you engage developers to boost online shop (up-shop.org) business. You will be traveling to make a success of events, such as tradeshow, conference, VIP meeting or any other activities. You are involved in various marketing programs towards different audience to sharpen your skills in marketing strategy development. You work in AI & IoT industry with the latest technology and drive marketing activities with the first-tier silicon partners.

The position is ideal for someone who would like to develop himself/herself in 360 degree. In AAEON's marketing team, we divide tasks into different modules and these might rotate to be in line with your talent. The team works harmonically and is supporting to each other's success. We are looking for a team player who is driven to grow our success.

The following marketing modules are under your responsibility but are not limited to:

- **Events:**
You plan, coordinate, and implement event contracts, take care of logistics, attendee registration, shipping, installation and dismantling and are responsible for leads management. You manage event budget and vendors including facilities like catering, shipping, graphics, printing, giveaways, and anything else needed to facilitate event execution.
- **Channel Marketing Campaign:**
You assist the Marketing Director to develop the channel marketing program; and work closely with product and channel managers to implement it.
- **Webinar:**
You work together with product/solution managers to facilitate webinars for promotion and leads generation.
- **Social Media:**
You grow the number of followers of both AAEON and 'UP, bridge the gap' and keep social media channels updated with the latest products, solutions and news.
- **Digital marketing collateral:**
You write impactful press releases, product announcements, success stories, blogs and newsletters to grab audience's attention, prompt their interest, create desire and finally have them take the targeted action. You create/co-create brochures and marketing collateral with our product/solution managers and graphic designers.

- Leads Management:
You manage leads generated from events, webinars, the webshop, co-marketing alliances and maximize its value of our business opportunities.
- All other relevant activities management may require.

Our digital marketing tools & your skill requirement:

- Huskey Marketing Planner: beginner to intermediate
- HootSuite Social Media Tool: beginner to intermediate
- Mailchimp: beginner to intermediate
- Salesforce: beginner to intermediate
- Wordpress: intermediate to advanced
- Adobe Creative Cloud (Photoshop, Illustrator): intermediate

Requirements:

- 3-5 years of events-, marketing communications-, or account management-related experience in a dynamic, fast-paced environment.
- A passion for executing amazing in-person experiences and the skill set to prove it – you can jump from a demand-gen campaign to writing great content to Sales and client conversations without skipping a beat.
- Outstanding project management skills with the ability to multi-task and complete projects flawlessly under time-sensitive deadlines.
- Incredible verbal and written communication skills in English
- Excellent presentation skills and interpersonal skills with highly developed EQ and able to communicate and work with a wide group of individuals
- Ability to effectively manage resources and budgets
- Highly motivated, self-starting nature; independent work attitude and moderate guidance needed
- Independent critical solution focused thinking with the ability to influence
- Learner who prefers to formulate a hypothesis before asking someone else for the answer.
- Ability to think on your feet and adapt well to a fast-changing environment.
- Relevant Bachelor or Marketing degree
- Experience with working in an Asian / Taiwanese multinational organization is considered a plus.

We offer:

- A market competitive salary including an incentive bonus
- Premium-free pension scheme
- Fresh fruit, coffee, tea, cappuccino, latte macchiato, healthy and sweet snacks
- Education budget and up to 5 study days
- 30 holiday days
- Annual wellbeing budget for physical and mental fitness
- AAEEON Kick off with the European team every six months
- iPhone and laptop

We will only consider direct applicants, acquisition is NOT appreciated!
If you're interested, submit your resume and cover letter to: HR@aaeon.eu

