

Marketing Executive (full-time)

Xinaps: Creating the first-of-its-kind cloud-based validation software for 3D building models.

We are looking for an internationally-minded Marketing Executive to join our team in Delft. You will be responsible for positioning our solutions internationally and implementing the relevant marketing strategies.

Company profile

Founded in 2015, Xinaps creates smart building validation tools for the Virtual Design & Construction industry. As a forward-thinking team, we believe that the building design process needs to be simplified and optimized.

Xinaps joined [YES!Delft in 2016](#), the leading tech incubator in Europe. Together, we deliver our promise to enrich design solutions by disrupting the industry's status quo.

Are you up for the challenge?

Please send your CV and Cover Letter to Frank Schuyer at frank@xinaps.com

Job description

As a key part of our team, you will enjoy lots of freedom and responsibilities to:

- Together with the managing director, you will drive the marketing strategy and adjust positioning when necessary
- Liaise with Product Management to translate the product features into consumer messages
- Use Wordpress to keep the website content up to date;
- Create content for marketing collateral i.e. success stories
- Coordinate and update the Social Media channels
- Use Mailchimp to create Newsletter campaigns
- Update Salesforce with new accounts
- Measure the performance of the online tactics, i.e. Google Analytics, and adjust them accordingly
- Support sales in lead generation
- Attend industry exhibitions and promote the company's activities

Requirements and skills

We are looking for a marketer with business and/or marketing background and the following skillset:

- You have 3-5 years of marketing experience in B2B;
- You have a go-getter attitude
- You are customer-oriented, enthusiastic, inquisitive and like to take the initiative;
- You are tech-savvy and are open to learning new tools;
- You can work under pressure, independently and in a structured manner;
- You are flexible and adaptive to changes of course;
- You are highly proficient in English;
- Good knowledge of Dutch is an advantage.

Our offer

This is a great opportunity to join an ambitious company in the rapidly changing design and construction industry. We offer you hands-on experience where you will help an international team and be a full-time member of our fast-growing firm. You get plenty of responsibilities and good guidance, in a pleasant and informal international working atmosphere.