

Working student B2B Online Marketing (m/f/d) – Tübingen / Berlin / Cologne / Remote

Start immediately

About us

Our product, Maddox AI, is an AI-based visual quality control solution, which can automate manually performed quality inspection for manufacturing companies. Maddox AI is an asset-light SaaS solution, which addresses those visual inspection tasks that are still performed manually, as conventional (=rule-based) computer vision methods fail. In product development, we closely collaborate with leading AI researchers from the Cyber Valley. Prof. Dr. Matthias Bethge, Prof. Dr. Alexander Ecker and Dr. Wieland Brendel have been researching in the field of machine learning and computer vision for years and are part of our founding team.

Maddox AI is used by DAX-30 companies as well as by large medium-sized enterprises. Our team consists of scientists, former strategy consultants, mechanical engineers and software developers. We know that Layer7's success is only made possible by our unique team. As we continue to grow, we want to convince the best and brightest minds of our mission to establish Maddox as the modern quality management platform.

Your role

- You help develop our overall performance marketing strategy from tooling to execution
- You implement and optimize e-mail automation workflows and send out newsletters to both customers and prospects, always with the support of the team
- You establish and monitor important online marketing KPIs, such as website traffic, amount of generated leads, ...
- You support the team in several reporting topics, such as creating high level reports or in depth channel performance reports
- You work as a full member of our team and enjoy the freedom to work independently

Your profile

- You are studying marketing, business, computer science or a similar course of studies, ideally with an analytical focus and have good academic results
- You are available for at least one more year and bring 15-20 hours of time per week for your work with us
- You love reading, understanding, and analyzing data
- You have a can-do-attitude who likes to bring in new ideas and wants to help shape and build new processes with us
- You like to work in a team and are open-minded towards one or the other after-work drink
- You speak English on a professional level

Why us

We work in flat hierarchies, value direct communication, learn a lot as a team and make important decisions together. At Layer7 you can expect the following benefits:

- Independent work on projects in the field of artificial intelligence / Industry 4.0
- Flat hierarchies, a growth perspective and very good development opportunities
- A dynamic and motivated team with great colleagues (with experience from BCG, IBM, SAP, Cyber Valley, etc.)
- Steep development opportunities in a rapidly growing company
- The possibility to work flexibly in Tübingen, Berlin, Cologne or remotely
- Regular team events

Contact

Please use following [link](#) to apply and fill out the application form. Otherwise, we cannot consider your application. Thanks!

If you have any further questions, please feel free to contact us at recruiting@layer7.ai.