

# Creative Marketing

**Deeplight** is a privately held high-tech spin-off company, founded in 2021 by researchers from the Swiss Federal Institute of Technology in Lausanne, Switzerland (EPFL) and from Karlsruhe Institute of Technology (KIT), Germany. We specialize in developing frequency-agile laser sources and optical frequency combs with ultra-low phase noise based on advanced photonic integrated circuits. Our technology base enables us to cater to scientific, industrial, and consumer markets with significant economic potential, directly powering advanced applications such as optical communications, distributed fiber sensing, FMCW LiDAR, and quantum computing.



## Job Description

- **Content Creation:** Develop and produce engaging content for social media channels (LinkedIn), our website, and newsletters.
- **Graphic Design:** Create marketing materials such as infographics, presentations, flyers, and banners using tools like Canva, Adobe Creative Suite, or similar software.
- **Social Media Management:** Support the planning, creation, and analysis of social media campaigns and maintain our online presence.
- **Video & Photo Production:** Contribute to the production of short-form videos, product photography, and visual storytelling for our technologies and products.
- **Market Research:** Analyze marketing trends, competitors, and target audiences in the high-tech sector to further develop our marketing strategy.
- **Event Support:** Assist in the preparation and execution of trade fairs, conferences, and internal events.

## Your Profile

- Currently enrolled in a degree program in Marketing, Communications, Media Design, Business Administration with a focus on Marketing, or a comparable field of study.
- Initial practical experience in marketing, content creation, or graphic design is a plus.
- Proficiency in common design tools (e.g., Canva, Adobe Photoshop, Illustrator, etc).
- Affinity for social media and adapt to current trends and communication.
- Good command of both German and English, written and spoken.
- Creativity, initiative, and a structured working style.
- Interest in innovative technologies and enthusiasm for the photonics and laser industry.

## We Offer

- Flexible working hours that are easily compatible with your studies.
- Option to work from home to support a healthy work-life balance.
- Exciting insights into the marketing operations of an innovative high-tech company.
- Independent projects with plenty of room for creative ideas and personal development.
- An open and collaborative working environment within a highly motivated team.
- Valuable hands-on experience and the opportunity to build a broad network in the technology sector.

## Position Details

**Activity rate:** 80-100% | **Place of work:** Karlsruhe, Germany | **Start date:** As soon as possible

## Application

Apply here using the online form: <https://deeplight.fillout.com/joinus-gmbh>

*Note to recruitment agencies: Without a prior written and signed agreement, all candidate submissions will be considered direct applicants with no agency fees.*