



# ZYLIA

Zylia develops innovative, world-class recording technologies and turns them into products that improve the lives of musicians and audio creatives. With a passionate and dedicated team of experts in audio research, software, business and product development, the company crafts and delivers products with the potential to redefine and revolutionize the way sound and musical performances are recorded. Leveraging their personal experience recording, writing, and producing, along with input from music and audio communities around the world, Zylia's experts bring musicians agile recording tools that make it easy to be creative in any environment.

Team at Zylia is also engaged in audio technology development in the MPEG standardization group. We also help other companies develop their own products and services especially in the field of audio and video signal processing.

**We are looking for:**

## Marketing Specialist

Location: Poznań

The position plays a vital part in increasing Zylia brand awareness, as well as in promoting company products across the globe – especially in the United States and EU. The Marketing Specialist will contribute to the development of creative content related to supporting strategic brand initiatives for marketing, sales and public relations in various channels.

### Work at Zylia means:

- Participating in the creation of cutting edge audio recording technology;
- Making an impact on our existing processes and creating new ones – we're always open to brilliant ideas;
- Working with a diverse group of people from various fields of expertise (software engineers, electronics engineers, audio and sound engineers, musicians, artists);
- Working in an open and challenging environment.

### A perfect candidate:

- Minimum of BA degree in communications, PR, marketing or related;
- Excellent writing and content creation skills - both in Polish and English;
- Excellent written and verbal communication skills - both in Polish and English;
- Creative thinking and the ability to support a fast-paced team culture;
- Experience and knowledge in the social media landscape, trends, networks and toolset.

### In plus:

- Confirmed achievements in promoting innovative technology products will be a plus;
- Experience in conducting marketing campaigns using the Internet and social media will be a plus;

- Knowledge of e-marketing tools;
- Music/audio background.

#### Her / His role will be:

- Pushing Zylia as an industry leader in the field of 3D audio recording and production on a global market due to short and long term strategies;
- Coordination and preparation for international fairs and events;
- Ideas and content creation for marketing campaigns;
- Social media communication and content creation (blog, newsletter, company social media accounts, press releases, media communication, customer communication);
- Liaison of external subcontractors and agencies (PR agency, growth hacking agency, photo agency);
- Measuring the effectiveness of marketing activities;

#### We offer:

- Interesting job, full of challenges and opportunities for further professional development;
- Stable full-time employment in the form of an employment contract;
- Fixed attractive salary;
- Trainings;
- Necessary work tools;
- Work in an international environment among music enthusiasts.

If you are enthusiastic to shape the Zylia R&D center in Poznan, Poland, together with us, with a high level of technical innovation, feel free to contact us. Please, send your CV and cover letter to [jobs@zylia.pl](mailto:jobs@zylia.pl)

Please, attach in your application: "I hereby declare that all the facts and information provided for this cover letter and CV are true. I allow my personal data stated in the above-mentioned applications to be processed for the purpose of recruitment, in accordance with the Personal Data Protection Act dated 29/08/1997 (Dz.Ust.No.133, item 883)".