

MARKETING

AGORIA SOLAR TEAM



THE PROJECT

The main objective of the project is to **innovate** and **optimize** a solar car and participate in an international Solar Challenge. Your goal is to bring the solar car to the next level and make it even more competitive to win the world's most extreme solar car races and beat other solar car teams from all over the world. You will have to go through the process of **researching, designing, prototyping** and **testing** your systems together with a group of highly motivated, ambitious students. You will work together with numerous companies and a vast network of Solar team alumni to develop new innovations. This project will help you become a state of the art engineer!

THE FUNCTION

Marketing is indispensable in any organization. There are a lot of resources required to be able to build a solar car, both materially and financially. Acquiring and maintaining partners is vital.

The visibility of the Solar Team is used to promote renewable energy, entrepreneurship among young people and to keep the partners of the team satisfied. Marketing is a multifaceted department that exports a variety of genomes. You will meet many new partners and try to finance the many dreams of the technical department. Within the marketing department there are different tasks and responsibilities.

Business Relations: acquiring and maintaining partners of the project, lots of networking and contacting companies

External Relations: representing the team on social media, making press relations and creating content

Events: organizing different events like the car reveal and the Solar Olympics

Finances: managing the budget and cash flow of the team, there is a lot of accounting involved

YOUR PROFILE

- You know how to seize opportunities
- A professional, mature and entrepreneurial attitude
- A creative, out-of-the-box mindset
- A good negotiator
- A direct, but diplomatic approach towards companies
- An enormously motivated team player
- A high degree of independence
- Interest in the technical side of the project
- Bachelor or master degree in Engineering Science, Engineering Technology or Business Engineering
- Ready to put a lot of time and effort into this project!

OUR OFFER

- Discover true engineering from concept to execution and measure up to the world class teams
- Graduate with more experience than any other engineering student
- Contact and collaborate with leading companies in the industry
- Broaden your professional network
- The experience of your lifetime and so much more!