

MARKETING

AGORIA SOLAR TEAM



THE PROJECT

The goal of the project is to build the tenth Belgian solar car. With this car, you will participate in the world championship for solar cars in Australia, the Bridgestone World Solar Challenge 2023. You will go through the whole process of designing, producing, testing and racing, together with a group of ambitious and motivated students. With numerous companies, you will develop new innovations to build the most efficient solar car. In the end, you and your team will compete against universities from all over the world to compete for the first place. This project will help you become a state-of-the-art engineer!

THE FUNCTION

Marketing is an indispensable part of any organization. Building a solar car requires a lot of resources, both materially and financially. Acquiring and maintaining sponsors is vital. Visibility of the Solar Team is the way to give partners the necessary return and to promote the goals of the project to the outside world.

Marketing is a multifaceted department that performs a variety of tasks. You will come into contact with many new partners, try to finance the many dreams of the technical department and not miss any opportunity. Within the Marketing Department there are different tasks and responsibilities, you will have to work closely with each other to bring them finish all tasks successfully.

Business Relations

You are responsible for maintaining current sponsors as well as finding new contacts. You will go through the entire process from networking to negotiating with companies in a professional manner and concluding contracts.

Public Relations

You represent what the Solar Team stands for and you will have to present it that way. It is your job to create the character of the organization through various channels. You manage social media, establish contacts with the press, write newsletters, create content (photos and videos)...

Events

Organizing various events is your responsibility. Just think of partner events, the car reveal, the Solar Olympics and hopefully also a victory party!

Finances

All resources acquired by Business Relations must also be managed. As finance you are responsible for preparing a budget, keeping the bookkeeping and all financial decisions made within the team.

These tasks are divided within the department. Be sure to indicate in your motivation letter which one appeals to you the most and why.

YOUR PROFILE

- A motivated team player with strong communication skills
- A creative, out-of-the-box mindset with an eye for detail
- Interested in the technical side of the project
- High degree of independence and professionalism
- A professional, mature and enterprising attitude
- Bachelor's or master's degree in engineering technology, HIR or (bio-)engineering sciences
- Ready to put a lot of time and effort into this project!

OUR OFFER

- A project full of experiences you don't get in your normal studies
- Experiencing a real engineering project and its different phases
- Being in contact and cooperating with the largest companies in the industry
- A group of friends and an international racing adventure to remember
- The experience of a lifetime and so much more!