

MARKETING

SOLAR TEAM

THE PROJECT

We contribute to the future of mobility. Innovation has always been our cornerstone to create the best solar car in the world. This year, we are looking for pioneers to challenge the status quo and bring our top-notch solar car to the next level. 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 your team members and numerous companies to develop new innovations. After completing the improvements to the solar car, these will be put to the test in an international competition against other top teams from around the world. Past competitions have included one in Chile and one in South Africa. Improving a world record has also been achieved by one of the previous teams.

THE FUNCTION

Marketing is indispensable in any organization. To build a competitive solar car, a lot of resources are needed, both materially and financially. Acquiring and maintaining partners is vital. Visibility of the Solar Team is the way to give partners the necessary return and to promote renewable energy and entrepreneurship among young people. Marketing is a versatile 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 don't let any opportunity pass. Within the marketing department there are different tasks and responsibilities and you will have to work closely together to bring them all to a successful end.

Corporate Relations: You will be responsible for both maintaining current partners and seeking new contacts. You will go through the entire process of networking to negotiating with companies in a professional manner and closing contracts.

External communication: You represent what the Solar Team stands for and will have to communicate this to the outside world. It is your job to create the character of the organization through various channels. You manage social media, make contacts with the press, write newsletters, create content (photos and videos)...

Finance: All funds acquired by the company relations also need to be managed. As Finance, you will be responsible for creating a budget and keeping track of the accounts and all financial decisions made within the team. This function is combined with corporate relations or external communication.

YOUR PROFILE

- * Motivated team player with strong communication skills
- * A professional, mature and entrepreneurial attitude
- * A creative and out-of-the-box mindset with an eye for detail
- * A direct but diplomatic approach towards companies
- * Interest in the technical side of the project
- * Bachelor/Master in Engineering Science, Technology or Business Engineering
- * Ready to put a lot of time and effort into this project!

