



Head of Marketing

Green Innovation meets performance

Our Project

Formula Electric Belgium is a team of engineering students who build a **Formula-Student** racecar to compete in international competitions. We design and build a brand-new car every year and compete with other teams in multiple worldwide competitions during the summer months. Formula Student is by far the biggest **engineering competition** in the world and continues to grow. From next year on, we will be competing in both the **electrical** and **driverless** competition. You can join the project during one or two years by applying for the '**Postgraduate in Innovation and Entrepreneurship in Engineering**'.

Tasks

As the head of marketing you are responsible for how the outside world perceives the team. You **ensure the good reputation of the team** to both the general public and the professional world.

Marketing is divided in several subtasks so you don't have to do all the heavy lifting yourself. You have to make sure that everybody does their part.

You are responsible for **organising** the **events** (Partnerevent, Digital Roll-Out and Roll-out) and you will have to make a social media strategy for the upcoming year.

You oversee the **Public- and Business relation** maintenance, and have the end decision in all the graphical designs.

Being the head of marketing is an important role. The technical design of the car is negligible if the outside world is not able to see how good it is.

Profile

- Creative
- Good time management
- Since you will be head of your department, people skills are very important.

Returns

- A unique engineering experience
- Developing your hard- and soft-skills in a company-like environment
- Work with the newest technologies and innovative companies
- Work in a team with a network of well over 120 partners
- A summer season packed with competitions all over Europe
- An experience of a life-time!

Up for the challenge?



Subscribe for our recruitment mail on www.formulaelectric.be/recruitment and submit your **resume** and **motivation letter** (one page) to recruitment@formulaelectric.be