



Master Thesis, 4 - 6 months

Crafting and Implementing the Digital Marketing Strategy (f/m/d)

### **About Us**

Oxara AG is an ETH Spin-off with an environmental and social vision: enable Sustainable Construction and Affordable Housing. Oxara developed unique admixture and binder technology that facilitate 1) circularity: turn construction demolition waste and landfill excavation materials into building materials, 2) decarbonization: produce cement-free, low carbon building materials. Three of our products are market ready and were used successfully in architectural projects in 2023.

To disrupt a conservative industry such as the construction sector and to convince stakeholders to produce, use and implement new building materials and technology, we need a new thinking model across the values chains to develop and disrupt the market.

With this position, Oxara team is looking to work with talented, curious, creative and passionate Bachelor and Master graduate student in Business Administration and Management with focus on economical, ecological and social impact.

### **Your roles**

- Craft with the communication and business team digital marketing and branding strategy,
- Define 2 or 3 digital marketing campaign,
- Plan and execute the outcomes of tasks define above: towards planners, material producers and construction companies,
- Support in creating visual elements, brand, and website design,
- Monitor the essential digital building materials, architectures, construction events to attend in DACH and larger market,
- Build a strong relation between the business, the early customers, the industry influencers and the public,
- Contribute to team spirit, growth, and impact.
- Create SEO strategy based on availability and capacity,

At the end of the internship and thesis, we have completed 3 marketing campaign, create traction among the industry influencers, attend and present at 2 online events dealing with circularity and decarbonization of the building industry

### **Your qualifications**

As candidate, you are, and you have:

- currently attending or have just finished a Bachelor's or Master's degree in Business or similar field (Business Administration, Economics, Management, Finance, etc.),
- an interest in the fast-paced world of Business Development in startup sector and values create business,
- Fluent in German and English,
- Good MS Office skills (PowerPoint and Excel),
- Analytical skills,
- A growth mindset and open personality,
- High motivation and curiosity to learn various strategic business development approaches,
- An interest in research, in company and market analyses, and in projects and project management; experience in those fields is a plus,
- Flexibility and ability to work in interdisciplinary team, agile and possibilities to switch priorities on a short notice basis

### **Your benefits**

- Excellent opportunities for progressive learning and development
- A great professional challenge in a scale-up startup
- An entrepreneurial journey - You are part of the founding team in Switzerland!
- A motivated, driven and passionate team of professionals
- A flexible, inclusive and international work environment