



NLIR | Mid-Infrared Sensors

Job title: Digital Marketing Coordinator

Position: Full time

Location: Hirsemarken 1, 3520 Farum

Why join us: Are you looking for a full-time digital marketing position in a small, agile, and growing high-tech company? NLIR is a small and flexible company with the ambition of growing comprehensively in the present and the upcoming years. In this position, the employee will have a central role in shaping NLIR's online brand and increasing awareness of our unique technology and solutions worldwide. NLIR offers a high level of independence and a culture where the journey from good ideas to execution is direct and short. We value curiosity and encourage learning through experimentation, even if it means encountering failures along the way.

Job overview and responsibilities: We are seeking a candidate to assume the role of Digital Marketing Coordinator (DMC) for this position. The DMC will collaborate closely with our engineering and sales teams to create a marketing strategy and content of high technical and aesthetic quality, intended for publishing on platforms such as LinkedIn, our website, and exhibitions. Additionally, the DMC will have the main responsibility for our website nlir.com and will enjoy significant autonomy in shaping its form.

Qualifications: The candidate should possess a degree and/or experience in Marketing, Digital Media, or a related field. Moreover, the candidate should demonstrate proficiency in some (though not necessarily all) of the following areas:

- Effective communication skills in English, both written and spoken.
- Proficiency in managing web content using WordPress.
- Experience with LinkedIn.
- Ability to create and edit digital content using tools such as Canva, Photoshop, Gimp, Inkscape, or similar platforms.
- Familiarity with Google Ads and Analytics.
- A positive attitude towards collaborating with diverse teams.
- Creative spirit and a keen enthusiasm for establishing NLIR as a globally recognized industry brand.

Salary: The salary and benefits for this position are negotiable and will be discussed during the hiring process.

How to apply including deadline and contact info: We invite you to apply for this position or ask questions related to the position by contacting hiring coordinator Søren Friis at sf@nlir.com. In your application, please send a short application letter and a CV. If you have completed your degree within the last 2 years, feel free to add your grade sheet.

The deadline for applications is 15/9-2023.

About NLIR: NLIR is a spinout from the Technical University of Denmark and has been working on developing and commercializing a new superior mid-infrared light detection technology since 2017.

Our current team consists of five members, and we are now looking to scale up our team with a range of new positions. Our advanced optical technology is developed in-house, and devices are already being shipped to all time zones. The technology has the potential to play a significant role in tomorrow's industry and research facilities around the globe.

At NLIR, we value a hands-on approach and embrace experimentation, even in the face of setbacks. We foster a culture where everyone is encouraged to contribute beyond their immediate roles and lend a hand when needed. Our organization is structured flat, promoting open communication and collaborative decision-making.

The goal of NLIR is to become a leading supplier of the world's fastest and most sensitive mid-infrared measurement equipment.