



## Open Position in Marketing

Type: internship/student project

### Company

Darix is a startup developing Vizir, a concept developed at the IVRL lab at EPFL in Lausanne. We are building an add-on unit for existing full face firefighting masks that provides firefighters with clear thermal vision in their field of view. This helps them to navigate comfortably in darkness and smoke, while keeping their hands free for performing their work.

### Job

We are working hard on the product and preparing for the launch. For this we are exploring different market opportunities and aiming to get an in-depth knowledge of our potential customers.

We are looking for help on the following topics:

- Detailed market segmentation (by region/types of fire services/mask brands/ use cases/...) and identification of target markets
- High level marketing strategy for those markets
- Production of marketing content for website/social media and other outlets

### Your profile

- A relevant background with ideally some professional experience in market research and/or marketing
- Language skills! You should feel comfortable performing phone calls in at least FR or DE and EN. Any further language is a plus.
- Independent, sense of ownership and not afraid to take initiative
- Some enthusiasm about augmented reality and/or firefighting!
- Student or recently graduated

We are looking for someone ASAP, for a period of 2 months or longer, hours to be determined.

If interested please send a mail with a short motivation and CV to [jobs@darix.ch](mailto:jobs@darix.ch). For more information on the company: [www.darix.ch](http://www.darix.ch)