

Marketing Assistant Specialist for Binclusive (with Erasmus Grant)

About Us

At Binclusive, we envision a world where everyone can access digital software and content equally. Currently, 96% of the internet is not accessible to the 1 billion people with disabilities. We are dedicated to developing technologies to solve these accessibility issues. We are a rapidly growing startup, backed by one of Turkey's most prominent funds and supported by influential individuals from Turkey and around the world on our advisory board.

We are seeking a team member to work directly with the founding team in business development and marketing. This role offers the opportunity to explore various areas, increase digital accessibility, and develop your skills within a startup environment.

Feel free to get more information: www.binclusive.io

Join a Rapidly Growing Startup and Help Change the World!

Why You'll Love It Here:

- **Expand Your Network:** Build connections in both the startup and corporate worlds.
- **Take on Responsibility:** Gain end-to-end experience that challenges and develops your skills.
- **Work in a Fun Environment:** Enjoy a diverse, inclusive, and casual workplace.
- **Dress Comfortably:** Wear what you like.
- **Share Your Skills:** Lead training sessions and workshops if you wish.

What We're Looking For:

- Passion for accessibility and inclusion.
- Eagerness to learn and grow.
- Strong interest in Marketing / Digital Marketing.
- Ability to stay on top of trends and apply them creatively.
- Team player who empowers others.
- Excellent English communication skills, both written and spoken.
- Confidence to share your ideas and opinions.
- Strong time management and self-discipline.
- Ability to provide insightful recommendations.
- Currently enrolled in a University or University of Applied Sciences with at least two semesters completed.
- Commitment of at least 6 months.
- Availability to work a minimum of 3 days per week.

What You'll Do:

- Manage social media content, including YouTube and TikTok channels.
- Innovate with new techniques to engage the community and partners.

- Plan and manage LinkedIn content, ensuring comprehensive business representation and tracking quarterly statistics.
- Support sales and marketing functions and execute partnership content.
- Manage community relations and organize events and meet-ups.
- Draft press releases and organize media events.
- Create press/influencer PR boxes and initiate influencer activities.
- Engage in a comprehensive marketing experience including brand marketing, public relations, event marketing, social media management, and more.