



## JOB OPPORTUNITY

### About Accelerat

Accelerat is a product-oriented startup company that provides advanced software solutions to guarantee high levels of cyber-security, safety, and time-predictability for next-generation cyber-physical systems, like autonomous vehicles, factory automation, advanced robots, and any other safety-/security-critical embedded system. As spin-off company of the Scuola Superiore Sant'Anna of Pisa, innovation is part of the DNA, meeting and solving the challenges of the ever-evolving cyber-physical world. Accelerat currently provides three software products: CLARE, AI Bunker, and Bunker for Linux.

**Opportunity:** Join Accelerat family as **Technical Marketing Specialist** (freelance)

**Location:** Remote. When in person, at Polo Tecnologico di Navacchio, Cascina (PI)

**Company Vibes:** Tech enthusiasts 🚀, but also fun enthusiasts 🍷! At Accelerat, we're not just creating a safe and secure future, we're throwing a party, and everyone's invited!

### Required Skills

- Proven experience (5+ years) in B2B technical marketing, preferably for embedded systems, cybersecurity, IoT, or safety-critical industries
- Strong writing skills, capable of translating complex technical concepts into clear, impactful narratives
- Able to manage content production autonomously within set timelines
- Familiar with digital marketing tools, content management systems, and analytics platforms
- Proficiency in analyzing market trends, customer behaviors, and competitive positioning to generate leads
- Communication skills
- Fluent in English

### Good-to-have:

- Prior success in marketing deep-tech products or startups
- Experience with digital graphic editors (e.g., Adobe Illustrator)
- Experience in the Automotive, Railway, Industrial Automation, and/or Robotics domain

### Responsibilities

- **Technical Content Assets:** Collaborate with the technical team to create whitepapers, case studies, blog entries, solution briefs, press releases, and LinkedIn contents that clearly explain the value proposition
- **SEO and Website Enhancement:** Update web copy to reflect use cases in automotive, railway, robotics, and IoT, articulating key and peculiar benefits for any persona (technical and business)
- **Product Messaging & Positioning:** Craft messaging frameworks tailored to technical and business stakeholders
- **Campaign Strategy:** Design, support, and coordinate email, digital, and event campaigns (e.g., international conferences and fairs)
- **Sales Enablement:** Collaborate with sales and technical teams towards a clearer technical communication
- **Performance Tracking:** Monitor engagement metrics (downloads, site traffic, campaign ROI) and optimize content strategies accordingly

### How to Apply

Send your CV to [hr@accelerat.eu](mailto:hr@accelerat.eu) or apply at <https://accelerat.eu/life-at-accelerat/work-with-us/>