



sectorlens



Working-Student - Sales and Marketing (m/w/d)*

Welcome to **sectorlens**, the pioneer in the world of digitalisation! Our first product, SWAP, helps organisations find the right enterprise software by automating and simplifying the selection process. SWAP utilises LLMs, NLP/NLG and web crawling, and provides a platform for exchange and collaborative selection.

With already over €250,000 in funding, we are on the verge of scaling our product - and this is where you come in! If you have a passion for sales and marketing and want to help drive the success of our solution, you've come to the right place. At **sectorlens**, you can expect an environment that encourages innovation, team spirit, experimentation and personal development.

Your tasks:

- **Customer acquisition:** Develop and implement strategies to acquire new customers, including nurturing leads through the entire sales funnel.
- **Lead generation:** Identify and qualify potential customers and partners to continuously expand our customer base.
- **Marketing strategy:** Design and implement creative marketing campaigns that strengthen our brand and increase awareness of SWAP.
- **Market analysis:** Conduct market and competitive analyses to identify trends and continuously improve our positioning.
- **Team collaboration:** Work closely with the product and development team to incorporate customer feedback directly into the further development of SWAP.

Your profile:

- **Experience in sales and marketing:** You have already worked in a similar role, ideally in the B2B sector, particularly in the software segment or as a consultant. This is particularly important to us as we want to build on your previous experience.
- **Analytical skills:** You can conduct market and competitive analyses and derive effective strategies from them.
- **Strong communication skills:** You are persuasive, can explain complex issues simply and are able to build long-term customer relationships.
- **Technical understanding:** Ideally, you have a basic understanding of digital technologies and software solutions.
- **Hands-on mentality:** You work independently, proactively tackle challenges and implement ideas.
- **Willingness to learn:** You are open to new technologies and methods and have the ambition to constantly develop yourself further.

Important: We are looking for someone who already has experience in sales, ideally in our specific area, so that we don't have to introduce you to the basics first.

What we offer:

- **Growth opportunities:** Be part of an up-and-coming start-up right from the start and take responsibility for your own projects.
- **Creative environment:** Work in a dynamic team where your ideas are valued and encouraged.
- **Attractive remuneration:** Benefit from a competitive remuneration package and additional benefits.
- **Further training:** Take advantage of professional development opportunities and regular team events.

What's next?

Become part of our team and help us revolutionize the software selection process! We look forward to receiving your application. Just sent us an email at hi@sectorlens.de.

You can find more information at <https://sectorlens.de> and <http://swap.softwarematch.de>.

We look forward to hearing from you!

* SWAP is proud to be an equal opportunity employer. All qualified applicants are considered regardless of gender, race, age, religion or disability.