

# Copywriter & PR Coordinator

Want to make a difference in a high-tech, international, and fast-growing company?

## The job

As a copywriter and public relations coordinator, you play a key role in the growth of our company. You are a creative thinker, you are interested in operational subjects within logistics automation, and you have an excellent ability to translate technical jargon into clear, easy-to-follow content that encourages action. As our in-house writer, you will work within the commercial team to write, produce, edit, and repurpose copy for multiple projects, including white papers, articles, blog posts, social media posts and brochures. Your goal is to strengthen Fizyr's thought leadership and increase brand awareness regarding the company's global impact in the logistics industry, through strong long-term partnerships with leading integrators. You take the lead in brainstorming and developing ideas that correspond with our audience's interests. You will also be responsible for long-term relationship building and daily communication with journalists, industry magazines, as well as event organizers and partners.

## Your work

- Conduct research on topics like logistics automation, robotics, and AI, as well as competition's propositions, to develop interesting and original content.
- Identify target audience's needs, develop creative content to address existing gaps, and take advantage of creative opportunities that arise.
- Conduct internal interviews with experts to extract the core product benefits and translate them into compelling messages that drive action.
- Develop and repurpose content for articles, white papers, blog posts, and social media, to be used in company channels or featured externally.
- Build media relationships, maintain CRM, and communicate interesting news to create press opportunities, which you see through from briefing to completion.
- Collaborate with industry journalists and submit work to editors for input and approval, always meeting deadlines.
- Lead projects and collaborate with our global partners for case studies, collaborative event participations, and visual content generation (photos, videos).
- Proofread any brand content before publication, to ensure consistency of tone, messaging and referencing.
- Stay up to date with SEO best practices and implement them to optimize traffic towards the company's communication channels.

## Who are we looking for?

You like working with people from all over the world. You have exceptional writing skills in English, and you combine creative and critical thinking. Your storytelling skills create a deep connection with our audience, promoting not only the true value of our solution but also the significant impact of our long-term partnerships in enabling automation, mitigating risks, and ensuring high performance of our clients. You take pride in your attention to detail and your versatile style allows you to adapt your copy to different platforms, maintaining the proper tone of voice. You thrive in a fast-paced environment, you are highly organized, and you can balance a high-volume workload without sacrificing creativity. You can both take ownership of projects and collaborate within a team to meet deadlines. Your ambition is to drive the rapid scaling of the company by growing into a leading role, always seeking to improve the company's performance.

## Requirements

- Preferably 3+ years of proven copywriting experience within the tech/B2B field; experience in logistics is a plus
- BSc / MSc in communications, public relations, marketing, business communications or other related fields
- Proven experience in managing media relations
- Excellent knowledge of SEO basics
- Broad knowledge of various media channels; LinkedIn and Twitter affinity is a plus
- Outstanding writing, editing and research skills
- Fluency in English is required; additional languages are a plus

## About Fizyr

Fizyr designs, builds, installs, and maintains the world's best vision software product for automated picking and placing in harsh logistics environments. Our deep learning algorithms are used to enable automated handling of unknown objects varying in shape, size, colour, material, and stacking, being picked from (conveyed) bulk. Fizyr's product is applied in production all over the world by leading system integrators and end-users, in online retail, warehousing and parcel services. By equipping robots with our software, we manage to free human workers from repetitive or dangerous tasks and to speed up automated processes.

We are a young, fast-growing company recognized for the high quality and capabilities of our algorithms worldwide. What makes Fizyr truly unique is being trusted as a strategic partner and growing successfully bootstrapped for years. To fulfil the growing demands of the logistics industry, we recently secured funding from a respected high-tech venture capital investor. Up to this day, we remain dedicated to creating true value for our partners, so that they can create innovative logistics solutions for their clients.

Our international team of highly skilled experts creates a very exciting, high-tech environment to work in. We have a passion for what we do and challenge each other to deliver high quality results, without forgetting to enjoy quality time together. Fizyr is also close to the research community and works on applications of state-of-the-art computer vision technology.

## The Opportunity

The job allows you to grow personally and further develop yourself along with the growth of the company. You can take ownership of tasks, while having support from your teammates in case you need it. If you are a highly driven person, and you aspire to make a true impact in a leading scale up, then look no further. In Fizyr, we know how to celebrate diversity, personal interests and talents, and balance work and life in a way that keeps everyone happy. We would love to have you on board!

Fizyr is a recognized sponsor for regular labor and highly skilled migrants. The salary for this position strongly depends on your experience and is accompanied by a pension plan, travel expenses, training opportunities, etc. As a fast-growing scale up, Fizyr has an attractive stock option plan.

## How to Apply

Candidates interested in this job opening are invited to send their CV and motivation letter, along with their portfolio (if available), to [career@fizyr.com](mailto:career@fizyr.com).