

Marketing Lead

Unlock your true potential,
follow your **passion** for AI and
business...

and join a group of leaders who know your value, and care
about your future!



Company Description

aicx. is a leading consultancy and AI software solutions firm based in Munich, specializing in guiding companies through digital transformation with a focus on AI Hyper-Agents, Artificial Intelligence and customer-centric strategies.

Our diverse team includes successful startup founders, seasoned ex-corporate managers, and experienced software developers. We are passionate about harnessing the power of AI to align digitalization strategies with customer needs and push the agenda of Humanizing AI for the adoption of employees in all fields further.

Our proven track record of successful projects spans various industries, and our esteemed clientele includes DAX companies, scale-ups, and mid-sized service providers. We provide comprehensive support, from strategic conceptualization to operational project realization.





Job Summary

As our **Marketing Lead**, you will own the strategy, voice, and execution of all things marketing at aicx. This is a hands-on, high-impact role where you'll build and run marketing from the ground up—combining creative thinking with operational precision. From branding and content to digital campaigns and thought leadership, you'll help define how aicx. is perceived by the world—and generate real traction in the market.

Of equal, if not greater, importance in an AI tech startup environment, you will also take responsibility for the marketing, promotion, and content strategy around our products—especially **aicx.'s flagship AI-Hyper-Agent platform, HEART**. Your work will help shape how our solutions are communicated to the world and ensure that the value of our hyper-agents is clearly understood, trusted, and embraced by enterprise clients.

This role is perfect for someone who wants to make their mark at a growing startup and shape the story of one of Germany's most exciting AI companies.



Qualification Guide

Let's be realistic, take this with a grain of salt. You as an individual and your abilities, passion and track record will overshadow anything we write here. Nevertheless, as a guide:

- 3–5+ years of experience in marketing roles, ideally in tech, SaaS, or B2B startups.
- A strong grasp of **visual storytelling**, **digital marketing**, and **brand building**.
- Proven experience running **multi-channel campaigns** from concept to analysis.
- Confidence in writing copy, managing content, and developing your own ideas from scratch (**German** and English).
- Curiosity for AI, innovation, and how technology can be communicated clearly and responsibly.
- Fluency in German & English.
- A proactive, builder mindset—you enjoy trying things, learning fast, and making real impact.

"we believe decisive action, even if leading to failure, is more valuable than asking permission and over-aligning"





Key Responsibilities

“We’re a start-up, so let’s be honest! Are you able to manage, add or let-go of this list of responsibilities as the journey grows and needs? Then let’s see this as a starting point”

- Develop and execute a clear **marketing strategy** that aligns with company goals, product milestones, and sales priorities.
- Own our **brand voice and visual identity**, ensuring consistency across channels—from website and slide decks to social media and event materials.
- Plan and run **digital marketing campaigns** (e.g. LinkedIn, newsletter, SEO/SEM) and optimize for reach, leads, and awareness.
- Create and manage content including blog posts, whitepapers, product pages, videos, and use-case driven collateral.
- Work closely with leadership to position our AI Hyper Agents and aicx. HEART as innovative, valuable, and trustworthy.
- Manage **PR and communications**, identifying opportunities for media, partnerships, and thought leadership placements.
- Analyze marketing data to improve campaign performance, report KPIs, and learn what works.
- Set up and manage potential marketing tools (e.g. Marketing aicx. AI-Hyper-Agents, LinkedIn, Google-Ads, other B2B social scheduling).
- Collaborate with the sales and product teams to align messaging and customer journey touchpoints to get lead funnel full for Sales Team
- Identify, plan or book events for founders or team (Keynotes, Panels, Industry AI events, start-up rounds, etc.)
- Be a sparring partner to founders on all things brand, content, storytelling, and visibility.





Why join us

Innovative Environment: Work in a dynamic and innovative environment with the latest AI technologies.

Professional Growth: Opportunities for professional development and continuous learning – Take over end to end ownership of customer projects.

Impactful Work: Contribute to groundbreaking projects that make a real impact on businesses.

Collaborative Team: Join a team of talented and passionate professionals dedicated to AI excellence and digital transformation.



How to apply

Interested candidates are invited to submit their resume and a cover letter detailing their relevant experience and why they are a good fit for this role to:

career@aicx.de

Or just find us online and on LinkedIn and reach out directly, we are strong believers in practical, informal communication to not waste time.

At best, connect with our CEO, Tyrel Gidinski, on LinkedIn, he has a passion for finding great people to join the team.

Begin your journey today, together with us at aicx. You won't regret it!





The founders and the team of aicx. combines top-level experience in executing digital transformation with an own enterprise-ready AI technology

Top-Level Digital
Transformation
Leadership



Enterprise-
Ready AI
Technology

Founded by former C-level executives and global heads from industry giants including Knauf, Osram, BCG, and Allianz, bringing unmatched enterprise transformation expertise.

Proprietary generative AI platform developed over two years, designed for seamless integration with your existing infrastructure, processes, and data systems.

Let's **start to unlock** the
full potential of AI



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