



# UGent Racing 2023 - 2024

## Business

## Marketing Manager



### OUR STORY

**UGent Racing** is a team of more than **70** ambitious, motivated and talented **students** who build an **electric** and **autonomous driving racecar**. The team consists both of engineering students and business students. UGent Racing aims to participate in the **Formula-Student Competitions** which are organized during the summer months across different European countries. Moreover, UGent Racing intends to have a **positive impact on society** by contributing to the mobility of tomorrow and forging higher education of the future.

### YOUR RESPONSIBILITIES

As a marketing manager you are responsible for increasing the reach of the team. You control the social media platforms and work together with our photographer to create qualitative content for our different channels. You meet with the marketing departments of different partners to ensure that they get the most out of their partnership and brainstorm with them for new ideas to put UGent Racing in the spotlight. You work out different campaigns for events, the competitions and recruiting.

### YOUR PROFILE

- Committed
- Open-minded
- Communicative
- Creative
- Experience with photo editing platforms and vector graphics is a plus

### OUR OFFER

- Be part of a young, ambitious team of engineers and business students
- Apply your theoretical knowledge in a real-life business case
- Participate in international Formula Student Competitions
- Extend your professional network with various people from the business world

### INTERESTED?

Fill in [this form](#) together with your resume and motivational letter and we'll reach out to you soon. Contact us through [recruitment@ugentracing.be](mailto:recruitment@ugentracing.be) if any questions would pop up.