

Transform the future of business relationships – Marketing & Brand Communications

Associate (m/f/d) at ZopaAI

Location: Cologne

About us: ZopaAI is a dynamic start-up developing a revolutionary software solution in the field of B2B management (business-to-business). Our software offers globally active companies an AI-based system to better manage customers and build strategic partnerships in a more targeted manner. Our goal is to change the way companies interact with each other. At ZopaAI, we take an agile approach and value creativity, teamwork, and continuous development.

We are therefore looking for a motivated **Marketing & Brand Communications Associate (m/f/d)** to join us as soon as possible. In this role, you will be responsible for building and shaping our brand presence, increasing visibility, and positioning ZopaAI as a thought leader in the B2B AI space. At ZopaAI, it is very important to us that we work as equals. We are looking for a true team member who contributes strategically, brings in ideas, and wants to grow with us.

Tasks: As a Marketing & Brand Communications Associate at ZopaAI, you will actively shape our go-to-market strategy and play a key role in driving growth, visibility, and brand positioning. Your tasks include:

- Developing and executing a clear and consistent brand strategy
- Planning and implementing marketing activities and campaigns (online & offline)
- Creating and managing content across channels (website, social media, PR, campaigns)
- Building and maintaining a strong and recognizable brand presence
- Managing press relations: writing press releases, building media contacts, and pitching stories
- Supporting thought leadership initiatives and positioning ZopaAI in relevant media and communities
- Monitoring marketing performance and optimizing activities based on KPIs
- Collaborating closely with sales, product, and leadership to align messaging and strategy
- Representing ZopaAI at events, conferences, and networking opportunities

Requirements:

- Completed university degree in marketing, communications, business administration, or a related field – alternatively: equivalent practical experience
- 1–3 years of experience in marketing, brand building, PR, or communications (preferably B2B / SaaS)
- Strong interest in technology-driven solutions and AI-supported software
- Excellent writing and communication skills in English (German is a plus)
- Strong sense for branding, storytelling, and target audience engagement
- Creative mindset combined with structured and strategic thinking
- Hands-on mentality, proactive attitude, and willingness to take ownership
- High motivation to help shape the growth and visibility of a start-up

Our offer:

- Direct impact: shape how ZopaAI is positioned in the market
- A steep learning curve and early responsibility
- Opportunity to build a brand in a fast-growing AI start-up
- Flexible working hours and home-office options
- Competitive compensation and career growth opportunities
- A motivated, international team that values your ideas

If you want to be part of the growing team of ZopaAI, we look forward to your application. Please send your documents, including CV, earliest possible starting date and relevant references via email to join@zopaai.com.