Marketing and Communications Manager

Brand, Content and Customer Acquisition · Series A Team · AUX-COM-SA-03

Reference	AUX-COM-SA-03	**Level**	Mid to senior, 7+ years
Reports to	Chief Operating Officer (until appointed, Dr. Mamdouh Yanni, Founder and CTO)	**Location**	Dubai, hybrid
Employment	Full time, UAE employment contract	**Start**	From our Series A round

About Auxionetics

Auxionetics Artificial Intelligence L.L.C S.O.C is an IP-led robotics company in Dubai. Our patent-pending technology aims to let people and robots work safely side by side, and its first use will be the Smart Robot Mechanic: a car-service bay in which two collaborative arms will take on the repetitive, physically demanding work while a skilled technician stays in charge of every job. Six US patent applications and an international (PCT) application have been filed. We will run our own workshops in Dubai and license our Human-Robot Collaboration platform once it runs reliably in daily operation.

Why this role matters

Auxionetics will be the first robotic car-service brand most people meet. You will tell that story with accuracy and flair: build our brand, bring the first customers to our workshops, and make sure every public claim is true.

What you will own

- **Brand.** Develop the Auxionetics brand across the website, workshops, vehicles and media, within our brand standards.
- **Launch.** Plan and run the launch of each new workshop.
- **Acquisition.** Run digital and local campaigns that bring drivers and fleets to our bays; measure cost per customer.
- **Content.** Produce clear content in English and Arabic: website, social media, case studies and investor materials.
- **Media.** Manage press relations and speaking opportunities with the leadership team.
- **Accuracy.** Check that every claim is sourced and approved; nothing is promised that has not been measured.

Minimum qualifications

- 7+ years in marketing and communications, including launching a consumer or B2B service in the UAE.
- Strong writing and editing in English; experience managing Arabic content.
- Digital marketing and analytics.
- A portfolio of campaigns.

Preferred qualifications

- Arabic.
- Automotive or technology marketing.

- Experience with investor communications.
- Experience in a start-up.

Your first year

By	What success looks like
3 months	Brand and content plan agreed, built on results from the pilot workshops.
6 months	Launch plan ready for the next workshops.
12 months	New workshops launched; customer acquisition measured against target.

How we work

- **Safety first.** Every site, process and decision starts with the safety of people near our robots and in our workshops.
- **Measured, not claimed.** We set targets, measure them, and report what we find, to our team, partners and investors alike.
- **Written and accountable.** Small teams, clear owners, decisions written down.

What we offer

- An early role in a company set to scale its robotic workshops, working closely with a founder who has almost 30 years of engineering experience, including 12 in Silicon Valley.
- A competitive salary; company-paid visa, work permit and health insurance; annual leave and end-of-service gratuity under UAE law.

Conditions. Every offer is conditional on the close of our Series A round, satisfactory checks, a UAE work permit, and an agreement assigning to the company the IP created in employment.

> **How to apply.** Email your CV and a link to your portfolio and a short note on your best campaign to careers@auxionetics.com, quoting AUX-COM-SA-03. Shortlisted candidates will have an interview and a short content exercise with the leadership team. CVs are used only for recruitment and deleted within 12 months unless the candidate joins us. **Auxionetics is an equal-opportunity employer** and selects on merit alone.