

# Marketing Specialist

## ARC Student Project - Marketing - Volunteering Position

The Autonomous River Cleanup (ARC) is a student-led initiative supported by the Robotic Systems Lab with the goal of removing riverine waste. By joining **ARC's Marketing**, you will contribute to ARC's success by generating publicity for the ARC project. We want to create more awareness about the ARC project and its impact. Therefore, you would advertise our project on social media platforms to attract the attention of potential sponsors and new team members. Additionally, you would be involved hands-on during events and testing campaigns to create new content.

### Your role:

During your time at ARC, you will do the following:

- Working on advertising campaigns to raise awareness of ARC and its projects
- Creating content, such as posts, images, and videos for our social media channels
- Taking and editing photos and videos during events, presentations, and testing campaigns

### Your skills and background:

Ideally, you already have the following skills or are eager to learn them:

- Familiarity with photography and video/photo editing
- Ability to convey engineering concepts and updates clearly
- Interest in technical and engineering developments and environmentalism

You do not need to be an expert yet, but you are willing to become one!

### Expectations:

As a team member, we expect you to:

- Be proactive and take responsibility for your work
- Participate in team meetings and workshops
- Take ownership of your projects and tasks
- Collaborate closely with your team

### What do you receive?

By participating in this unique opportunity, you will:

- Expand your knowledge and gain hands-on experience on a project outside of the classroom
- Establish and grow your professional network and engage with people from academia
- Be part of a friendly community, grow as a unit, and build friendships
- Do something meaningful for our natural environment
- Receive support and guidance from current team members
- Kickstart your career!

**Project start:** soon as possible

**Duration:** 1-2 semesters

**Working hours:** up to 8 hours/week

**Target group:** Bachelor's and master's students

**Location:** Zurich

Please be informed that your work, as part of a student project, will be entirely voluntary and does not offer any payment. However, you will be able to prove your practical experience in your CV and have access to a vast infrastructure to realize your ideas.

### Interested? Any questions? Get in touch!

We look forward to hearing from you! For the application, please specify why you are interested in the project and include your CV. Please reach us via our [arc@ethz.ch](mailto:arc@ethz.ch).