

Project Study @ ARCADIA

Shape the future of senior tech recruitment. Join an innovative startup backed by TUM Incubator and Venture Lab, empowering Europe's elite tech talent.

About Arcadia

Arcadia Network is an exclusive talent platform connecting elite senior tech leaders with high-caliber companies across Europe and beyond. It combines AI-driven job matching, human-led vetting, and a curated hiring experience to radically improve how top-tier tech talent finds meaningful work — faster, fairer, and more transparently.

Your Role: Marketing & Growth Associate

Join our early-stage growth team and directly influence Arcadia's marketing and branding strategies. Help us establish strong market presence, boost user acquisition, and build long-term customer loyalty.

Your Tasks:

- Support marketing campaigns: Develop and execute impactful online and offline marketing campaigns.
- Create engaging content: Write short posts, visuals, and updates that speak to senior tech professionals and make them interested in our platform
- Assist with B2B outreach – Work on identifying potential client companies and support outreach efforts via email or LinkedIn to generate interest.
- Explore industry trends, competitors, and user feedback to support Arcadia's positioning and growth strategy.
- Track and report results – Help build a simple overview of key metrics and suggest improvements.

Your Profile:

- TUM student (ideally Management or related fields).
- Passion for marketing, innovation, and entrepreneurship.
- Ability to work independently, creatively, and strategically.
- Excellent communication in English and German.

Your Advantages:

- Earn 12 ECTS credits at TUM.
- Exclusive access to TUM Incubator, entrepreneurial coaching, and workshops.
- Network with industry leaders, founders, and senior tech professionals.

Key Facts:

- **Duration:** 20 hours/week over 6 months (part-time), or 3 months full-time as an alternative.
 - **Team:** Ideally 2–5 Master's students, but individual applications are also welcome.
 - **Project Start:** Immediately or upon agreement. Latest possible start: 01 October 2025.
 - **Application:** Send your CV and a short motivation statement to talent@arcadianetwork.io
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