



Navitas Semiconductor, Inc.

Job Description:

Title: Marketing Manager

Reports to: Sr. Director of Marketing

In Office ☒ / Remote: ☐ / Hybrid ☐

Exempt ☒ / Non-exempt ☐

Based: Torrance, CA

Job Purpose:

Navitas Semiconductor (Nasdaq: NVTX) is a high-growth, publicly traded technology company seeking a Marketing Manager. The ideal candidate will be self-motivated, energetic, collaborative, and understands the dynamics of a fast-growing organization.

Key Responsibilities and Duties:

- Coordinate with internal engineering teams to create and effectively distribute and promote new and innovative material/content for gallium nitride (GaN) and silicon carbide (SiC) products
- Maintain Navitas websites, optimize SEO (search engine optimization) and visibility
- Support co-op technical marketing with distribution partners
- Support exhibitions, technical conferences/media campaigns, social media, product releases, PRs
- Champion Navitas' marketing strategy, which follows three media pathways:
 - a. "Navitas" – business-to-business (B2B) to drive brand status, product design-ins and revenue (push strategy), with progressive co-operative marketing campaigns.
 - i. Includes both GaNFast and GeneSiC brands / technologies.
 - ii. Media channels include www.navitassemi.com, LinkedIn and product-technology conferences / tradeshow such as APEC.
 - b. "GaNFast" – business-to-consumer (B2C) focus to educate consumers in GaN and fast chargers and drive end-customer sales (pull strategy).
 - i. Media channels include www.GaNFast.com, Twitter, Facebook, Instagram, Weibo and WeChat plus consumer exhibitions such as CES.
 - ii. Major Navitas-customer co-op marketing campaign in progress to accelerate, sharpen, complement, and amplify the OEM media message.
 - c. "Investor relations" - business to investor (B2I) promotion via Nasdaq, world-wide PR and investor analyst meetings.
- Any and all other duties, as assigned

Knowledge, Skills, Abilities:

- Ability to convert technical data into application information, and customer value
- Keen to discover and exploit latest media platforms, including still/video, long/short-form content, social media, implications/uses of AI
- Highly skilled in the English language to create and verify copy for online & print collateral, press releases, technical papers, etc.
- Excellent written and verbal communication skills
- Maintains accountability for actions (ownership of work)

Requirements:

Basic

- BS. in electrical engineering or similar discipline
- 2+ years of technical (engineering/computing) experience with interest in marketing

Preferred

- 3+ years of marketing experience



Navitas Semiconductor, Inc.

- Fluent in Chinese

Position Qualifies for the Following Compensation

Base Salary: \$100,000.00 - \$155,000.00

+Equity Compensation (RSUs)

+Personal Performance Bonus

+Company Performance Bonus