Job Description:

Title: Sr. Director of Marketing  
Reports to: VP, Corporate Marketing & Investor Relations  
In Office ☐/Remote: ☐/Hybrid ☒  
Exempt ☒/ Non-exempt ☐

Based: Torrance, CA

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

Key Responsibilities and Duties:
- Augment Navitas’ growth within the gallium nitride (GaN) and silicon carbide (SiC) spaces
- Maintain and grow GaNFast as the #1 GaN brand
- Accelerate growth in the GeneSiC brand
- Effectively coordinate with internal engineering teams to schedule, create, and effectively distribute and promote new innovative material/content across all media platforms
- Manage the maintenance/upgrade of Navitas websites and on-site experience centers
- Manage the promotional calendar (exhibitions, campaigns, social media, product releases, PRs) while adhering to budget
- Support investor relations
- 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 / tradeshows 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 create copy for online and print collateral, press releases, etc.
- Extensive experience with latest media platforms, including still/video, long/short-form content, social media, implications/uses of AI
- Confident in live and recorded video presentations, round-tables
- Demonstrated ability to autonomously manage multiple demands and prioritize effectively
- Acts as a self-starter and team-player
- Highly skilled in the English language to create and/or verify copy for online & print collateral, press releases, technical papers, etc.
- Ability to confidently propose fresh ideas, present compelling opinions/suggestions, and effectively convey positions
Navitas Semiconductor, Inc.

- Excellent written and verbal communication skills
- Maintains accountability for actions (ownership of work)

**Requirements:**

**Basic**
- BS in electrical engineering or similar discipline
- 8+ years of experience, including running small teams and subcontract agencies

**Preferred**
- MS in electrical engineering or similar discipline
- 10+ years of experience, including running small teams and subcontract agencies
- Fluent in Chinese

**Position Qualifies for the Following Compensation**

Base Salary: $170,000.00 – 245,000.00
+ Equity Compensation (RSUs)
+ Personal Performance Bonus
+ Company Performance Bonus