



Navitas Semiconductor, Inc.

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: NVTX) 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



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- 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