Communication/marketing project

Do you believe that research has the power to contribute to a better world? Do you think that academic insight should find its' way back to society? We do! IDfuse is looking for a talented communication/marketing expert to help us build our community and engage with our platform.

What do we do?

IDfuse specializes in the translation of scientific knowledge towards application in society. In order to help researchers improve the **societal impact** of their research we designed a platform called Impacter. In Impacter, researchers can upload research proposals that they have written in order to get funding for their next project. The software analyses the text and gives feedback on what can be improved. Impacter also finds related scientific projects and partnerships across the globe for a researcher to connect to.

The project

Since researchers only apply for funding every couple of years, our challenge is to make Impacter part of the routine of researchers. In this project we want to support our customers (the universities) in communicating to our users (the researchers) that Impacter is available to them. We're also hoping to design some visuals that show the use of impacter in earlier stages of proposal writing. Next to this, we want to make it interesting to also visit the platform when you are not applying for funds, but simply want to read interesting content on funding and the role of societal impact in these funding schemes.

Our team

We have a young and talented team of 4 people in our office and one external developer in Germany. Our office is in the vibrant DotSlash Utrecht community at the Europalaan 100 in Utrecht.

Who are we looking for

We are looking for an enthusiastic communication/marketing expert who is interested in academia. You should be a self-started, ideally with some design skills. We reckon the project would take about 2 days a week for the coming months. We are flexible in terms of the contractual arrangement.

Interested? Let us know by emailing Paul → paul@idfuse.nl