

MARKETING ASSOCIATE

B2B SaaS | AI-First | Enterprise & Regulated Industries | Tel Aviv (Hybrid)

The Opportunity

Lightico is an AI-powered journey orchestration platform that helps large enterprises digitize compliance-heavy customer journeys across banking, consumer lending, insurance, and telecommunications.

Our platform eliminates manual, paper-heavy processes and enables secure, seamless digital interactions across the full customer lifecycle. We work with some of the largest organizations in highly regulated industries, where precision, clarity, and trust matter.

We are looking for a high-energy, execution-focused Marketing Associate to join our Tel Aviv team. This is a hands-on opportunity for someone building their foundation in B2B SaaS marketing and eager to work across brand, content, demand generation, and marketing operations in an AI-first environment.

The Role

You will play an important role in executing our marketing initiatives, balancing creative production with technical operations. Reporting directly to the VP Marketing, you will help turn complex ideas into clear, compelling campaigns tailored to enterprise audiences.

This role requires someone who is equally comfortable being creative and analytical, with a strong focus on multi-channel content development and Account-Based Marketing (ABM) execution.

Key Responsibilities

Multi-Format Content Production: Create high-quality assets across formats including long-form articles, LinkedIn thought leadership, carousels, supporting visuals, and short-form video concepts. Ensure content is optimized for both human engagement and AI/search discoverability.

Brand Consistency & Editorial Discipline: Maintain and apply Lightico's brand voice, messaging, and visual identity consistently across all content and channels. Review and refine AI-generated content to ensure it meets high editorial and quality standards.

ABM & Campaign Operations: Build and maintain high-intent contact lists for Account-Based Marketing campaigns using lead-generation tools and internal data. Support campaign execution across LinkedIn, email, and field marketing initiatives.

Marketing Automation & Reporting: Build, deploy, and track email workflows and nurturing sequences in HubSpot. Monitor campaign performance and provide clear, actionable insights for optimization.

Event Support: Support the planning and execution of webinars, conferences and enterprise-facing events.

AI-Augmented Marketing Execution: Leverage AI tools across the full marketing workflow from ideation and asset creation to automation and optimization. Continuously look for opportunities to improve speed, insight, and efficiency of processes and production while maintaining high quality and brand discipline.

Requirements

Native-Level English: Your English must be at a native level with impeccable writing and verbal communication skills. You will be creating content for a global, enterprise-level audience.

Education: Bachelor's degree in Marketing, Communications, Business, or a related field.

Technical Aptitude: Experience with or a strong desire to master HubSpot, WordPress, and various analytics tools.

AI Fluency: Comfortable experimenting with AI tools and combining them thoughtfully to improve workflows, speed, and quality across marketing execution. You understand that AI is a multiplier — not a replacement for judgment.

Editorial Judgment & Attention to Detail: Strong ability to review, refine, and quality-control content including AI-generated, to ensure accuracy, clarity, and brand consistency.

Modern Marketing Literacy: Basic understanding of SEO and GEO (Generative Engine Optimization), and how content is discovered in AI-powered search environments. Awareness of agentic AI concepts and their impact on marketing workflows.

Multimedia Storyteller: Ability to take complex B2B topics and make them simple and engaging through text, visuals, or video.

Location: Ability to work in a hybrid capacity from our Tel Aviv office.

Bonus Points

- Experience with design and video tools such as Canva, CapCut, Adobe Creative Cloud, or Descript
- Familiarity with LinkedIn Sales Navigator, Clay, ZoomInfo, Influ2, and similar marketing platforms
- Basic knowledge of HTML/CSS or SEO tools
- Previous experience in a fast-paced B2B SaaS or startup environment

Why Join Lightico

- A strong entry point into enterprise B2B SaaS marketing
- Real responsibility and impact, not just support work
- Exposure to senior leadership and global enterprise customers
- An AI-first culture that encourages experimentation and smart workflows
- A collaborative, fast-moving environment that values initiative and high standards

If you love experimenting with the latest tools, care deeply about quality, and want to build a career in modern B2B tech marketing, we'd love to hear from you.

To apply: Please send your CV and LinkedIn profile to gaby.young@lightico.com