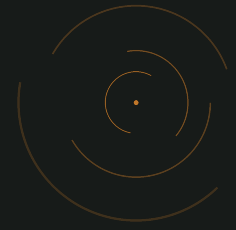


STIMITA MOTION CONTROL

PRECISION MOTION SYSTEMS FOR DEFENCE · PUNE, INDIA

Brand & Content Specialist

DIGITAL PRESENCE, CONTENT & EVENTS



LOCATION

Pune, Maharashtra — On-site

REPORTS TO

General Manager – Sales & Marketing

EXPERIENCE

2–4 years

EMPLOYMENT TYPE

Full-time, permanent

ABOUT STIMITA MOTION CONTROL

Stimita Motion Control designs and manufactures custom actuators, servo drives, motion controllers, encoders, gearboxes, slip rings and hand-grip systems for defence and industrial platforms — from gimbals and remote control weapon system to unmanned ground vehicles. We're a small, engineering-led team building precision hardware end-to-end, from prototype to production, for customers including DRDO, BARC, HAL, BEL, and Bharat Forge.

ABOUT THE ROLE

Somebody has to make Stimita Motion Control look as sharp online and in person as our hardware performs in the field — that's this role. We're hiring a Brand & Content Specialist to build our digital presence, create the content and materials that make our engineering legible to the people buying it, and put together a brand our field sales team is proud to walk into a client's office with. That includes owning our product manuals — taking technical specs that currently read like an engineer wrote them for other engineers, and turning them into documents that are clear, well-organized, and genuinely attractive to a customer deciding what to buy. You'll also plan and run our presence at exhibitions and industry events, where first impressions with institutional and defence buyers get made in person. You'll work closely with our GM & Sales & Marketing team, with real creative latitude to shape how the market sees us.

KEY RESPONSIBILITIES

Digital Marketing

- Plan and run digital marketing campaigns that build Stimita Motion Control's presence among industrial and defence audiences.
- Manage and grow the company's digital presence — website content, LinkedIn, and other relevant channels.
- Track what's actually working and adjust campaigns based on real performance, not guesswork.

Content Creation

- Create content that makes Stimita Motion Control's products and capabilities genuinely compelling — case studies, product stories, social posts, website copy.
- Translate technical detail (servo drives, actuators, motion controllers) into content that lands with both engineers and non-technical decision-makers.

Product Documentation & Manuals

- Create and maintain product manuals and technical documentation for Stimita Motion Control's full product line — actuators, servo drives, motion controllers, encoders, gearboxes, and more.
- Turn dry spec sheets into manuals people actually want to read — clear structure, strong visual hierarchy, and layouts that make technical detail easy to scan, not a wall of text.
- Keep every manual current as products, specifications, and designs evolve, so nothing customer-facing goes stale.

Design & Documentation

- Design marketing collateral, presentations, and documents in Canva — brochures, one-pagers, social graphics, proposal templates.
- Keep a consistent, professional visual identity across everything Stimita Motion Control puts in front of a client, manuals included.

Exhibition & Event Management

- Plan and run Stimita Motion Control's presence at industry and defence exhibitions — booth design, displays, and on-the-ground logistics.
- Manage events and vendor coordination so our presence at every show looks like it belongs next to the big players.

Reporting & Coordination

- Report to the GM on content, campaign, and event performance.
- Coordinate with the field sales team so content and campaigns translate into real conversations and pipeline, not just impressions.

WHAT WE'RE LOOKING FOR

- 2–4 years of experience in digital marketing, content creation, or brand management, ideally with B2B or industrial exposure.
- Strong hands-on skills in Canva or similar design tools — you should be able to produce polished materials yourself, not just brief a designer.
- Real experience planning and running digital campaigns — social, LinkedIn, website — not just posting content.
- Some exhibition or event coordination experience is a strong plus.
- Comfortable turning technical, spec-heavy source material into clear, well-structured documentation — manuals included, not just marketing copy.
- Curious enough to learn our technical products well enough to write and design credible content about them.
- Strong writing skills paired with a genuine eye for clean, professional visual design.

WHAT WE OFFER

- Real creative latitude to shape how a growing defence-engineering company presents itself — not just executing someone else's brand guidelines.
- Close collaboration with the GM – Sales & Marketing, with your work feeding directly into real sales conversations and closed business.
- Visible, portfolio-worthy work — exhibition presence and content for a company selling to DRDO, BARC, HAL, BEL, and Bharat Forge.
- Competitive compensation, commensurate with experience.

HOW TO APPLY

Send your resume and a portfolio of your content/design work to career@stimitamc.com with the subject line “Brand & Content Specialist — Pune.”