



Marketing Associate

Location: Bengaluru – JP Nagar

Employment Type: Full-time

Experience: 0-3 years

About SaralX

Technology is transforming how people work, learn, transact and access essential services. But when digital products are not accessible, millions of people with disabilities are excluded from participating independently.

SaralX is a digital accessibility company helping enterprises and government organizations make their websites, mobile applications, documents and other digital experiences accessible and inclusive.

Founded in July 2023, SaralX has worked with 60+ enterprise customers across 200+ accessibility projects, including Reliance, Punjab National Bank, Federal Bank, Zepto, Rapido, redBus, Practo and CRISIL, along with several government organizations.

Our mission is simple: to make digital experiences accessible, usable and inclusive for everyone.

About the Role

We are looking for a Marketing Associate who is curious, creative, proactive and excited about technology, storytelling and business.

You will work closely with the Founder and the broader team to build SaralX's brand, strengthen our digital presence, communicate our expertise and support growth across enterprise and government markets. This is a high-ownership role where you will work across content, social media, thought leadership, digital marketing, events, campaigns, market research and marketing operations.

What You Will Work On

1. Content & Thought Leadership

- Create blogs, LinkedIn posts, articles, newsletters, case studies and other marketing content.
- Convert customer stories, accessibility insights, research, company milestones and industry developments into compelling content.
- Work with the Founder and subject-matter experts to develop thought leadership around digital accessibility, inclusive technology, AI and emerging trends.
- Develop content for different audiences including enterprises, government organizations, technology teams and accessibility professionals.

- Maintain a consistent brand voice across marketing channels.

2. Digital & Social Media Marketing

- Manage and grow SaralX's presence across LinkedIn and other relevant digital channels like YouTube and Instagram.
- Plan and maintain content calendars and campaigns.
- Optimize website and blog content for SEO (keywords, meta descriptions, content Structure).
- Research keywords, topics and industry conversations to improve discoverability and engagement.
- Track content and channel performance and use insights to improve future campaigns.
- Experiment with new content formats, platforms and AI-enabled marketing tools.

3. Campaigns & Go-to-Market

- Support marketing campaigns for SaralX's services, technology solutions and new offerings.
- Assist in developing messaging, positioning, presentations, sales collateral and other go-to-market assets.
- Work with the business development and technology teams to translate complex offerings into clear customer-facing narratives.
- Support customer acquisition and engagement initiatives through targeted campaigns and content.
- Conduct market, customer and competitor research to identify new opportunities and relevant industry trends.

4. Events, Partnerships & Brand Building

- Research and identify relevant conferences, industry forums, webinars and networking opportunities.
- Support SaralX's participation in events, including pre-event promotion, on-ground coordination and post-event communication.
- Support relationships and co-marketing initiatives with ecosystem partners, industry bodies, incubators and other stakeholders.
- Help build SaralX's visibility and credibility within the technology, accessibility and social-impact ecosystem.

5. Marketing Operations & Analytics

- Maintain marketing calendars, content repositories and campaign trackers.
- Track key marketing metrics such as reach, engagement, website traffic, leads and campaign performance.
- Prepare basic reports and insights to support marketing decisions.
- Coordinate with internal teams to collect information, approvals, customer stories

and marketing inputs.

- Ensure marketing activities and deliverables are completed on time

What We Are Looking For

- 0–3 years of experience in marketing, content, communications, digital marketing or a related field.
- Strong written and verbal communication skills in English.
- Excellent research, writing and storytelling abilities.
- Ability to simplify complex technology or business concepts for different audiences.
- Strong understanding of social media and content marketing, particularly LinkedIn.
- Basic understanding of SEO, digital marketing and marketing analytics.
- Comfortable using tools such as Google Workspace/Microsoft Office; familiarity with Canva, analytics platforms, CMS or AI-powered marketing tools is a plus.
- Strong attention to detail and ability to manage multiple priorities.
- Proactive, self-driven and comfortable working in a fast-paced startup environment.
- Willingness to learn about digital accessibility, technology and B2B marketing.
- Comfortable working in a digital-first environment able to effectively leverage online tools, platforms, and resources to drive outcomes and solve problems independently.
- Demonstrates a high ownership mindset proactively figures out how to get things done, navigates challenges, and delivers without requiring constant handholding.

Good to Have

- Experience creating graphics, short-form videos or other social media assets.
- Experience with SEO, Google Analytics/Search Console, LinkedIn analytics or marketing automation tools.
- Experience in B2B technology, SaaS, consulting, social impact or startup environments.
- Experience managing events, webinars or community initiatives.
- Familiarity with digital accessibility, AI, assistive technology or inclusive technology.

What You'll Learn

- B2B technology marketing and enterprise positioning.
- Content and thought-leadership marketing.
- Go-to-market strategy and campaign execution.
- Digital and social media marketing.
- Market, customer and competitor research.



- Brand building and founder-led marketing.
- Marketing analytics and data-driven decision-making.
- How a technology startup builds its brand and grows in an emerging market.

You will work on real marketing initiatives, customer stories, campaigns and industry opportunities, with direct exposure to the Founder and the decisions involved in building a growing technology company.

Why Join SaralX?

Work Closely with the Founder

Gain first-hand exposure to strategy, storytelling, customers, partnerships and startup building.

Build Real Marketing Experience

Work across content, digital marketing, campaigns, events, GTM and analytics rather than being restricted to a single marketing function.

Work With Leading Organizations

Contribute to marketing initiatives connected to enterprise and government customers across sectors.

Technology + Social Impact

Build your marketing career while working on a problem that directly affects inclusion and access to technology.

High Ownership, High Learning

Take ownership of meaningful projects and learn how marketing decisions translate into brand visibility, customer engagement and business growth.

How to Apply

If you are excited about technology, marketing, storytelling and building a more inclusive digital world, we would love to hear from you.

Apply through: <https://saralx.com/careers/>. For questions or technical issues: career@saralx.com