CAREERS · MARKETING

Digital Content & Brand Lead

Short video, customer stories and founder-led content · Coimbatore

1 position | Coimbatore · open to candidates who will relocate | Full-time

The role

Make CountAI's products and ideas interesting, clear and credible to factory owners around the world — through short videos, customer stories, product explainers and the founder's LinkedIn.

What you will do

- Plan and create content for YouTube, Instagram, LinkedIn and WhatsApp.
- Turn factory problems and technical features into stories a mill owner understands in seconds.
- Write scripts and hooks, plan shoots, and film demos, customer stories and interviews on real factory floors.
- Help build the founder's LinkedIn voice on AI, manufacturing and building deep-tech products.
- Keep the brand consistent across the website, presentations and social content.
- Adapt content for India, Bangladesh, Türkiye and other markets with local teams.
- Measure what matters: enquiries and qualified conversations, not views alone.

Who we are looking for

- A portfolio of content you personally created or substantially shaped.
- A real sense of storytelling: find the customer's problem and make it land.
- Good visual judgement — pacing, framing, sound, subtitles and editing.
- Clear writing, and the curiosity to learn a technical product and check every claim before publishing.
- About 2–6 years of experience; strong work outweighs years. B2B, industrial or founder-led brands are a plus.

About CountAI. We build AI, computer vision and robotics for the factory floor. Knit-i inspects fabric live on circular knitting machines and stops the machine the moment a defect starts — trusted by 30+ factories in 7 countries, and winner of the Intel Edge AI Software Excellence Award 2026. Co-founded by an IIT Madras alumnus in Coimbatore.

Apply in about 10 minutes

Scan the code, or go to **counton.ai/careers/digital-content-brand-lead**

Know someone who fits? Forward this to them.