

Content Specialist (m/w/x)

Content specialists are responsible for planning, implementing and monitoring the company's content strategy in order to increase brand awareness, improve marketing and increase sales.

Tasks:

- Collaboration in the content team
- Analysis of current topics and trends from the world of digilents, composition of suitable content (text, photo, video, etc.) for various target groups and channels and co-design of (digital) brand communication
- Create and edit content that meets the best SEO practices - tagging, keyword usage, headline creation and simple search engine optimization
- Produce effective and compelling digital content that our customers will enjoy
- Write concise, clear, logical contents that are grammatically correct
- Management and correction of texts written by freelancers

Qualifications:

- Successfully completed studies in linguistics or a comparable course of studies
- 3-5 years experience in a comparable function, preferably in the management of online marketplaces. Sound experience with online marketplaces required / alternatively experience as a buyer with a pure player or online marketplace.
- Confident appearance, analytical thinking and understanding of complex interrelationships.
- High contact and communication skills, positive charisma
- Negotiation and presentation skills
- Ability to work in a team and self-reliant, independent and structured way of working
- Very good knowledge of English, other foreign languages such as French or Spanish desirable

Salary recommendation: € 35.000 – 40.000 p.a. (depending on location and experience)

Status May 2019

Would you like to know more? This is a sample job advertisement. We are happy to help you with your individual offer. Please send us an e-mail to info@digilents.com

Digilents is the personnel consultancy for e-commerce and digitisation. Here at Digilents we combine personnel consulting and recruiting of specialists and executives in e-commerce and digitisation environments for multinational corporations, medium-sized companies and family businesses. We cover the exponentially increased demand for e-commerce professionals - Chief Digital Officer, SEO and SEA experts, shop managers, e-commerce executives or experienced e-commerce employees and innovative online professionals. For companies, we are the first point of contact for open positions - even before classic headhunters or job portals. We have a great network and sound knowledge of change management and transformational leadership. Close cooperation with our partners and candidates makes us successful. We can quickly, efficiently and precisely network the right people and take individual care of the professional and cultural fit.

Digilents GmbH
Marienstr. 17
D-70178 Stuttgart
info@digilents.com

Phone: [+49 \(0\) 711 9958576-0](tel:+49(0)7119958576-0)
Telefax: [+49 \(0\) 711 9958576-9](tel:+49(0)7119958576-9)

E-Mail:

www.digilents.com