

Senior Content Marketing Manager

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Company: Bertelsmann SE & Co. KGaA

Location: Belgium

Category: arts-design-entertainment-sports-and-media

We are looking for a

(Senior) Content Marketing Manager

(full-time, permanent) to our team in Berlin, Stockholm, Amsterdam

Are you passionate about storytelling? Do you have a skill for simplifying complex topics and engagingly delivering them? Do you know how to reach diverse audiences in both B2B and B2C?

We're seeking a passionate content guru to help us communicate our vision creatively and memorably.

What will be your challenge:

Develop unique and effective B2B and B2C content strategies that seamlessly align with our marketing and brand objectives.

Act as the conductor of our marketing campaigns, translating complex plans into clear, creative briefs for our creative teams.

As a sparring partner for our internal stakeholders, you'll listen, inspire, and transform ideas into engaging visual concepts and content-rich messages while adhering to deadlines and requirements. You'll make complex matters easily understandable.

You'll collaborate closely with interdisciplinary, international teams to efficiently organize and prioritize project workflows.

As a data-driven marketing manager, you'll measure the success of your content concepts

with relevant KPIs and derive data-driven recommendations.

What will help you to succeed in the role:

We are seeking a skilled Content Marketing Specialist with a solid track record. If you have a Bachelor's or Master's degree in communication, marketing, journalism, or a related field, and following key qualifications, we want to hear from you:

8+ years of experience in content marketing and project management, preferably in B2B and B2C

Experience in delivering insights-driven content for different markets in both B2B and B2C sector

Excellent communication skills and fluency in English

Readiness to present personal project portfolio

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