Content Creator (m/f/x)

Do you want to drive innovation with your content?

PreciPoint GmbH, headquartered in Freising near Munich, develops intelligent microscopy systems and innovative analysis software that digitise laboratory work worldwide and allow the user to experience the joy of microscopy.

Our customer base spans medical and research facilities as well as industrial clients. To increase our outreach to them and other potential clients, we are looking for a content specialist to join our team at the Freising office on a permanent basis in fulltime (40 h/w) as soon as possible.

Your tasks

- Development and implementation of all in-bound sales campaigns for the German as well as international market
- Creation of written and visual content for all of PreciPoint’s marketing channels as well as information materials, i.e. articles, blog posts, user guides and tutorial videos etc.
- Market analysis and research of topics related to PreciPoint as basis for publications
- Close cooperation with the sales and business development department regarding tailored marketing materials
- Coordination of external service providers

Your profile

- Previous responsibility for multi-channel in-bound marketing campaigns on an operational as well as strategic level
- Experience developing marketing materials for technical products with the ability to quickly understand their complexity and details
- Self-driven conception of publication topics and creativity in converting them into presentation formats for differing audiences
- Good knowledge of SEA and SEO strategies
- Scriptwriting experience a plus
- Fluency in German and English

Your benefits

- Young, fast growing company with excellent development opportunities
- Team culture, where everyone’s input joins together to create innovations
- Home Office option

You fit our team, if you are passionate about technology, inspiring projects and a fast paced, dynamic work structure, where you can quickly take over responsibility and make a difference through your contribution.

Does that sound like you?

Then send your application (incl. cover letter, CV, portfolio, salary expectation and soonest possible start date) as PDF to Fiona Rosbach (Talent Recruitment) at recruiting@precipoint.de.

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