

## Content Specialist

For our client, a driven innovator and international player in the automotive/chemical sector, located south of Antwerp, we are looking for a Content Specialist.

### Why is this job something for you?

- You get a varied and challenging role within a dynamic company where there are still many achievements and promising projects on the horizon.
- You will be welcomed in an enthusiastic team where you can count on solid training and support, but also sufficient scope to fully develop and apply your commercial, organizational and technical skills.
- In addition you can be assured of a motivational remuneration package supplemented with various extra-legal benefits.

### What are you going to do ?

As content specialist, you write and produce various content in order to expand the company's digital footprint, brand awareness and leads. Goals include: attracting site traffic and social followers, driving new sales leads, empowering sales with relevant content to send to clients and prospects, and fueling PR and influencer relations.

- The content specialist has a creative and effective pen.
- You are responsible for the key message development for every project linked to communication (offline & online) support the growth of the two brands (e.g. articles, ebooks, white papers, magazines, mailings).
- You create and optimize content for online and offline marketing resources.
- You transfer the brand positioning of the 2 brands into interesting and relevant texts.
- You know better than anyone how to create purposeful, enthusiastic, sincere and honest content based on the needs of the different channels.
- You dive in the organization to look for stories behind the products and relevant product information and you support this with striking visuals.
- You work closely with the graphic designers to ensure consistency in the brand visuals
- You optimize and evaluate new and existing content.
- You measure performance of content (in collaboration with the different stakeholders) to optimize and improve KPI's.
- You support the global communications & campaigns manager in the development & roll out of the global communication and PR plan.

## Who are we looking for ?

- You have excellent oral and written skills in English. Dutch, French or other languages are a plus.
- You are creative and you can tell a story.
- You possess good knowledge of content creation tools, production processes and project management.
- Furthermore you are a team player with the ability to utilize and coordinate resources from various departments.
- Quality and deadlines are non-negotiable for you.

## Apply ?

This can easily be done by email on [info@clearskyselection.be](mailto:info@clearskyselection.be)

For more information about this opportunity, you can always contact Koen Van Hoya - manager at Clear Sky Selection on telephone number 0499-593046 or through the above email address.

If you apply, you agree to the privacy policy of Clear Sky Selection: <https://www.clearskyselection.be/privacy-regeling>