

Content Marketing & Communication Specialist – Hasselt

For our client, an internationally leading construction software company with his headoffice in Belgium (Hasselt) we are looking for a Content Marketing & Communication specialist. Our client provides calculation and drawing software for engineers, constructors, CAD & BIM specialists and construction companies.

Why is this job something for you?

- You will work in an international, innovative and multicultural environment where there is a lot of dynamism, enthusiasm and open communication.
- Moreover, you are assured of a motivating salary package supplemented with various additional legal benefits, including a company car, a bonus and the possibility of working from home a few days a week.

What are you going to do ?

- **Write, edit & distribute engaging, high-quality copy** with the ability to adapt to varying regions, market segments, customer personas and content formats (e.g. blog content, expert articles, customer stories, video's, white papers, press releases, brochures etc.) working closely with other members of the team
- **Own & manage the end to end content creation process from thought leadership to demand generation content**
- Work with cross-functional teams to create, curate, and syndicate content to increase brand awareness, online presence and support the lead generation funnel
- Create, maintain, and share the overall editorial calendar and content plans to support marketing programs & collaborate cross-departments to recommend & optimize content & topics
- You always incorporate SEO best practice in all relevant activities to increase ranking
- Content metrics - Set KPIs for content performance and consistently monitor and measure outcomes to ensure desired results are achieved & provide recommendations
- Own & maintain governance over content library on Sharepoint and assist with communicating about new assets and materials
- Internal PR: post regularly on NEM ONE platform to promote the company within the group
- You support and align content with Social media and Events specialist
- **Partnerships/media relations- establish & manage content partnerships by communicating with Industry professionals, magazines, industry organizations & influencers to create a strong network for relevant content**
- Listen to industry trends, review content metrics and online conversation to map out, evolve and optimize content topics
- Responsible for maintaining brand & editorial guidelines and standards across all distribution channels

Who are we looking for ?

- Ideally you have a Bachelor or Master in communications /Journalism
- Min. 3 years experience in B-to-B marketing as a content specialist or copywriting (can be within an agency)
- **Exceptional communication & writing skills to produce high-quality content also in function of SEM**
- Eye for detail & structure. Well organized and a skilled project manager who delivers against promise
- Expertise in content marketing, value messaging and inbound marketing
- Experience in thought leadership content – able to prove it.
- High-level of fluency in spoken and written English, French, and Dutch
- Passion for understanding audiences; ability to translate these insights into highly effective content distribution strategies
- Knowledge of automation tools (Marketo, Hubspot ..) is a plus

Apply ?

This can easily be done by email on info@clearskyselection.be

For more information about this opportunity, you can always contact Koen Van Hoyer, manager at Clear Sky Selection on tel: 0499-593046.