

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 several days a week.

What are you going to do ?

- Oversee the end-to-end content creation process, spanning thought leadership to demand generation, in different formats (e.g., blogs, articles, customer stories, videos, white papers, press releases, brochures), and by keeping SEO best practices in mind.
- Collaborate with cross-functional teams to create, curate, and distribute content, boosting brand awareness and supporting lead generation.
- Develop and manage editorial calendars and content plans to support marketing initiatives.
- Define KPIs for content performance, consistently measuring outcomes.
- Maintain governance over the content library and promote new assets internally.
- Cultivate partnerships and media relations to expand content reach.
- Uphold brand and editorial guidelines across distribution channels.

Who are we looking for ?

- Bachelor's or Master's degree in marketing communications
- Minimum 7 years of B2B marketing experience as a content specialist or copywriter
- Exceptional communication and writing skills
- Detail-oriented, well-organized, and adept at project management
- Inquisitive and proactive in networking and research
- Expertise in content marketing, value messaging, and inbound marketing
- Proficiency in English; French is a plus
- Comfortable using data and analytics to set and track goals
- Knowledge of automation tools (e.g., Marketo, HubSpot) is advantageous

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.