

Content Manager

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Company: Centre People Appointments

Location: Netherlands

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

AJ45519

TYPE: Contract, full-time. 1 year contract with a 1 month probation

WORKING HOURS: Monday to Friday, 40 hours per week

SALARY: Negotiable- incl. holiday allowance & Transportation fee

START: ASAP

LOCATION: Aalsmeer, The Netherlands (Office-based)

CONTENT MANAGER MAIN RESPONSIBILITIES:

- Contribute to content strategy with ideas and recommendations for brand growth and elevating perceived image
- Develop and execute a comprehensive content marketing strategy aligned with the brand, goals, and target audience
- Create a content calendar that includes blog posts, articles, videos, infographics, and other multimedia content
- Oversee the creation of high-quality, informative, and engaging content that showcases expertise in the digital printing industry.
- Collaborate with writers, designers, and multimedia producers to develop a variety of content formats
- Have a strong understanding of SEO and content best practices
- Optimise content for search engines to increase organic visibility and drive traffic to digital

platforms

- Conduct keyword research and implement SEO best practices in content creation
- Develop strategies for distributing and promoting content across various channels, including social media, email, partnerships, and more
- Collaborate with the marketing team to ensure content is aligned with overall promotional efforts
- Track and analyse content performance metrics using tools such as Google Analytics and social media analytics
- Use data insights to refine content strategies and improve engagement.

CONTENT MANAGER IDEAL CANDIDATE:

- Linguistically and Culturally Proficient: The ideal candidate is an English native speaker, ensuring the ability to craft content that is not only grammatically correct but also culturally relevant and resonant with the target audience across the EMEA markets
- Creative and Innovative: Candidate will have a creative mindset and the ability to think outside the box, contributing fresh ideas and concepts to marketing campaigns. They can turn concepts into engaging and persuasive content
- Detail-Oriented: A successful candidate is meticulous and pays attention to detail to deliver error-free content that reflects commitment to quality and excellence
- Deadline-Driven: They excel at time management, meeting project timelines, and delivering content on schedule, ensuring that marketing campaigns run smoothly and efficiently
- Adaptable and Open to Feedback: They are adaptable and open to change, with a willingness to receive feedback and make necessary revisions to improve the quality and effectiveness of the content
- Research-Oriented: The candidate stays current with inkjet industry trends, client preferences, and competitor activities, using research to inform content strategies and stay ahead of the competition
- Collaborative: They work well as part of a creative team, collaborating with colleagues and stakeholders to ensure that content aligns with the overall marketing strategy and goals
- Passionate About Marketing: The successful candidate has a genuine passion for marketing and a desire to contribute to the success of marketing campaigns

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