

Content Marketing Team Lead

Are you passionate about social media and new technology? Do you think social media has changed the way businesses advertise, communicate, engage, develop products, service clients? Would you like to join one of the fastest-growing and most innovative IT companies in Luxembourg?

We are currently looking for a **Content Marketing Team Lead** to head our content marketing team.

This is a fantastic opportunity to join a rapidly-growing company that has successfully moved from start-up to high growth on a European level and beyond, with many opportunities for learning and development.

We actively encourage innovation, team work and initiative-taking, where you will be able to shape your work and contribute to the overall success of your team and of the company in an open, energetic and supportive environment.

As a Content Marketing Team Lead, you will:

- Own the Talkwalker content marketing strategy, working closely with VP Marketing and Demand Generation Team Lead to ensure all marketing communications are hitting the right prospects at the right time, with the right messages
- Own main Talkwalker's content channels – website and blog – to ensure they transmit the company positioning and drive inbound leads
- Plan and execute compelling multichannel content campaigns to extend Talkwalker's brand voice across owned, earned and paid media
- Coordinate the application of SEO best practices to increase content visibility
- Be responsible for signing-off all written communication (blogs, case studies, SEO, email & website copy, social messaging, etc.), ensuring the brand voice's consistency at all times
- Guide our branding efforts working closely with our designer to define visual strategy for our content, and coordinate design support for other marketing teams
- Report and analyze the performance of our content marketing efforts and its ROI by using Google Analytics, Salesforce and Talkwalker Analytics on a regular basis and adapt business strategies accordingly
- Manage a team of 4 people (2 copywriters, 1 designer, 1 community manager)

We are looking for you:

- You have gained experience of 3-5 years in journalism, PR, marketing, communications within a social media savvy company or a digital agency
- You are a first-class copywriter and know how to deliver a clear content brief to your team
- You are an excellent communicator and can collaborate efficiently with people across the company
- You have strong project and people management skills
- You can bring original thinking and a fresh, positive mindset to the team
- Your English is native level. Other language excellence is highly appreciated



About us:

Talkwalker is a listening and analytics company that empowers over 1,000 brands and agencies to optimize the impact of their communication efforts. The company provides businesses with an easy-to-use platform to protect, measure and promote their brands worldwide, across all communication channels. Talkwalker's state-of-the-art social media analytics platform monitors and analyzes online conversations on social networks, news websites, blogs and forums in 187 languages. The company is headquartered in Luxembourg and has offices in New York City, San Francisco, and Frankfurt, with a total headcount of over 200 employees. For more information, please visit www.talkwalker.com.

Job link: <https://www.talkwalker.com/careers/c4e95974-d367-4190-98ca-18bbb09d524e>