

Content Marketing Manager

Vienna or Graz | Marketing | Full-Time

As a Fintech Startup we are expanding rapidly and hence, we are seeking new, experienced and hands-on team members who think outside of the box (and are not afraid to share their thoughts), will deliver unique ideas and like to work in a fast-paced environment.

At Brickwise we will introduce customers to a new way to invest in real estate and benefit from it like an owner. From buying digital shares, to managing assets and global trading, customers simply get more with Brickwise.

About the opportunity

As a content marketing manager you will be responsible for scaling our organic acquisition efforts and oversee the creation of multi-channel content that tells our story through effective partnerships, platforms and formats. We are looking for an analytically minded strategist with experience in content marketing and SEO.

Your mission

- Develop editorial and content plans for your responsible market
- Oversee the implementation of content plans
- Define industry-relevant topics and news through research and tools
- Analyse the performance of content to drive improved outcomes
- Build a deep understanding of customer segments and develop segment specific content
- Bring an understanding of SEO concepts to optimize search traffic through keyword research, content analysis, link building and more
- Oversee social media channels for your responsible market
- Integrate Brickwise and industry news and trends into PR programs, and integrate PR angles and output into owned channels
- Proof-read content from content writers and other marketing team members
- Experienced in a variety of content forms examples include blog, long-form content (i.e. whitepapers), video scripts, infographics, brochures, emails and web copy
- Manage the customer advocacy program for your responsible market
- Oversee content writers, editors and visual content producers
- Collaborate with internal and external stakeholders

About you

- Passion about content marketing and have at least 3 years of professional experience in content marketing (writing and proof-reading)
- In-house experience in a B2C digital/tech environment
- A creative storyteller, bursting with ideas and creativity and with the ability to amplify your ideas using an appropriate channel mix
- Experienced in content research, planning & improving outcomes based on performance
- Ability to drive copy to highly accurate standard
- Understanding of Google Analytics
- Ability to lead and influence team members
- Ambition; want to grow your career and marketing knowledge
- Team player, proactive and know how to contribute and make an impact
- Pride yourself in being creative and know how to build awareness and brand equity
- Incredibly hard-working, a self-starter, hands-on and keep cool under pressure
- Results-driven and understand the importance of reporting on performance
- Bachelor's or Master's degree in Marketing or similar
- Excellent spoken and written German and English skills

Our offer

- Work in a young and experienced startup environment
- High degree of autonomy
- All the latest tech you need
- Skip the commute and work from home once a week
- Flexible working hours
- Room for personal and professional development
- Competitive gross salary at a minimum of € 43,000 (based on 40 h/week). Our final offer will depend on your skills and experience.

Sound good? Apply for this position and join our team!

Submit your application and CV (English or German) and if available: Work Portfolio and LinkedIn via email at hello@brickwise.at