



Think technology's more than specs and features?

Help us tell the story behind it.

Tired of writing standard B2B marketing materials? Of being cut off from clients? Of having no room to flex your creative muscles? Then stop.

Join our **Stuttgart or Eindhoven** team as a

B2B content creator and consultant

and assist us in organizing and presenting information in a way that's easy for people to understand and use. This lays the foundation of developing exciting, unique stories that convey the real value of technology.

Spend a typical day:

- taking part in a briefing session on a loyalty program for medical equipment – gathering information from a variety of sources to write a customer story, blog post and video script
- pitching different structures for a navigation tool that supports our client's sales force
- creating a concept for a global product launch and adapting it into the right touchpoints

Do you have the right content stuff?

- Tell a story across a variety of media and channels
- Develop creative solutions by first assessing business needs
- Understand how different audiences engage with content on multiple platforms
- Demonstrate experience in professional writing/content creation
- Be eager to apply your knowledge of (or learn about) developments shaping content today (such as SEO, video, and data visualization)
- Feel comfortable in applying the wider world of marketing (think: customer journeys, the evolution of search, and measuring content success) to the content you create and way you consult with clients

And the right people stuff?

- Work independently and with other team members
- Gain the trust and confidence of our clients through your performance and work ethic
- Professionally accept and deliver feedback, both from colleagues and clients
- Handle several projects at once
- Balance the big picture and details

Become a technology storyteller

Apply now at info@kpunkt.net and tell us what makes you a good fit with what we do and how we work. Meet us online at www.kpunkt.net.

Fast facts

Role: content creator and consultant

Company: KPUNKT Technology Marketing

Where: Stuttgart, Germany or Eindhoven, the Netherlands

Start date: September 2018, possibly earlier

Contract: let's talk!

Key tasks: B2B copywriting and content development; conceptualization and production of multi-media marketing materials; consultation with clients on content strategy and tactics

Languages: native speaker of English essential; basic fluency in either German or Dutch desirable

Hours: ideally full-time but again, let's talk!

Application requirements: resume; cover letter; samples of previous work