

# Technology is transforming and saving lives – can you tell the story behind it?

Come join the forefront of technology marketing.

Technology, particularly in the healthcare industry, develops and adapts rapidly – and this is only accelerating through the global pandemic. Are you ready to help our innovative technology customers reach their audiences by creating compelling stories and marketing?

## Join our team as a content creator and you might typically:

- Turn features into benefits: analyze, research, and extrapolate – then create powerful content that speaks to technology end users.
- Collaborate on a messaging guide for a new product introduction; later put it into practice across a range of materials/media.
- Work on the complete process for a ‘customer story’ about an end user: from concept to questions, to conducting the interview and then producing materials in various media.

## About KPUNKT

KPUNKT is a strategic B2B marketing agency with an eye on technology and a passion for healthcare and life science. We're here to support our technology-driven customers at every step of the marketing journey – from consulting and conceptualization to planning and execution. And we believe in the power of long-term relationships. Our success is grounded on deep understanding of our customers' side – their technology, mission and vision, and way of working – as well as how **their** customers and audiences tick.

## About the role

### As a content creator, you will:

- Develop exciting, unique stories that convey the real value of technology.
- Organize information in a way that's easy for people to absorb and use.
- Digest complexity to produce simplicity.

## About you

### As one of our content creators, you:

- Can **write!** Showing professional experience in writing and content creation.
- Understand how different audiences consume content on multiple platforms.
- Can verbally and visually tell a story.
- Are keen to learn about customer needs and communications challenges, and can think critically and creatively to turn that insight into content-based solutions.
- Are good to work with: delivering/accepting feedback, handling multiple projects, collaborating well in the team – including with project managers, designers, and customers!

## Fast facts

**Role:** content creator

**Company:** KPUNKT Technology Marketing

**Location:** currently home office; our offices are in Stuttgart, Germany and Eindhoven, the Netherlands

**Start date:** immediate

**Contract:** one year, with an outlook to continue

**Key tasks:** B2B copywriting, conceptualization, and production of multimedia marketing materials

**Languages:** native speaker proficiency in English (essential); German/Dutch skills a bonus

**Hours of work:** up to full time

**Application requirements:** CV, cover letter, examples of previous work

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tell us why you're a good fit with what we do and how we work.

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