



## Content Editor / Creator Bilingual English-German (part-time 70-80%)

Do you love creating and editing content, adapting it for all available communication channels, digging deep into the core of things of a hidden champion, and telling our B2B customers an irresistible story about the facts you've found? Do you want to actively shape communication and feel as equally at home in the digital SEO world as in analogue media? **Then join us.**

We are a global manufacturer of premium-quality machine embroidery threads and supplies. Exporting in over 100 countries with 50 partners and 10 subsidiaries, we are looking to reinforce our international marketing team. Knowledge about textiles is helpful but not necessarily required. Your curiosity will make training fast and easy and while you strengthen our team at our Freiburg HQ, we will teach you everything else about our exciting business.

### Your job:

- Create and edit SEO-optimised online and offline B2B content for all media and channels (website, newsletters, social media, brochures, advertisements, etc.)
- Take charge of our newsletter marketing (via Sendinblue, Mailchimp)
- Content editing in Typo3
- Press releases and press contacts
- Translation management
- Online research on keywords, competitor sector expertise

### Your qualifications:

- Excellent English and German copywriting skills
- Experienced content editor with 4+ years in a B2B environment
- SEO skills and understanding of search algorithms
- High online affinity
- Experience with Typo3 9.5 or higher is preferable
- Skills in keyword research and metrics are of value (Google Analytics, Sistrix, etc.)
- Conceptual, systematic and thorough way of working with high quality aspirations

### Your benefits

A great job in Freiburg, one of the most attractive cities in southwestern Germany, with high recreational value, short distances, and an above-average work-life balance.

Become part of a dynamic team in an international company that is responsible for the global marketing of the Madeira industrial division.

### Are you curious?

We look forward to receiving your full online application (CV, references, expected salary) to [sebastian.schade@madeira.com](mailto:sebastian.schade@madeira.com)

