

WE ARE HIRING!

B2B Content, SEO and Social Media Marketing Expert (m/f/d)

for a rapidly growing SaaS Loyalty Platform Provider – partially remote work possible

"Most magnificent startups in Munich"

– siliconrepublic.com

LOYALTY PRIME

We are Loyalty Prime – a rapidly growing international B2B SaaS company providing a leading loyalty platform to global premium brands to connect them to their customers as well as enable them to truly understand and drive their customers' behavior.

We are currently looking for a passionate and skilled Content, SEO & Social Media Marketing Expert for global B2B markets.

In this role, you will fully own Loyalty Prime's global content & social media marketing strategy & execution (end-2-end), report directly to our Head of Marketing and closely collaborate with other departments such as Product, Sales, Customer Success, UX Design & Web Development.

As the ideal candidate, you are an experienced and gifted B2B Content & Social Media Marketing Strategist and Writer (English native and ideally German native/fluent) with Loyalty Industry Expertise.

RESPONSIBILITIES

- You devise, execute and continually sharpen a winning content & social media strategy for a rapidly growing B2B SaaS Loyalty Platform Provider.
- This includes strategic and operative target definition, roadmap creation and continuous data-driven improvement management.
- You plan, write and edit powerful (SEO optimized where applicable) short- as well as long-form content from start to finish. Content types include: website copy, blog articles, whitepapers, case studies, product brochures, info-papers, SEA and other ad copies, social media posts, e-mail newsletters.
- You own and manage social media communities and interactions on behalf of Loyalty Prime.
- You establish efficient workflows for planning, creating, editing, publishing, performance-measuring and continually improving content.
- You gauge the effectiveness of your content & social media marketing measures by introducing and utilizing suitable KPIs, drawing actionable learnings from the data and optimizing your content strategy, planning and creation based on these.

REQUIREMENTS

- In-depth experience in content and social media marketing for B2B companies offering software/ SaaS products.
- A strong understanding of B2B marketing, lead generation, and the buyer journey.
- Expert knowledge in SEO.
- Excellent English content writing, editing and proofreading skills (native) - ideally you have a native or near-native command of the German written language in addition.
- Firm knowledge of relevant tools to support your work (e.g. analytics, keyword research, content planning, publishing etc.).
- Strong experience in proactively driving and leading projects to completion.
- A high level of passion and performance drive as well as creativity.
- The ability to deliver and convey measurable results using digital marketing analytics and tools.
- An entrepreneurial, proactive, target-oriented, results-driven and resourceful character/mindset; you don't wait to be told what to do and how to do it but find the best resources to generate results & deliver value in a passionate, self-starter manner.
- Ideally expert knowledge in the fields of loyalty/customer loyalty programs/CRM/marketing.

BENEFITS

- A permanent employment contract with an attractive compensation model
- Full-time or part-time according to your needs
- Choice of place to work: Germany/Munich or Berlin, UK/London or USA/Atlanta.
- Remote work or partially remote possible.
- The great opportunity to grow with us, including building your own team perspective if this is your desired path of personal development.
- Working in a great international team with lots of experts in a casual, be-yourself-culture with a high energy.
- The chance to establish Loyalty Prime as an expert source of high quality inspiration & information in the loyalty industry.

ABOUT US



Loyalty Prime owns a state-of-the-art SaaS-based Enterprise Loyalty Platform, which allows for quick setup as well as profitable operations of mid to large-scale loyalty programs for B2B and B2C segments. We are serving satisfied customers across the globe, including numerous well-known blue-chip brands. Loyalty Prime is also a Winner of the International Loyalty Magazine Awards 2015 and 2017.

We are founded by renowned loyalty marketing specialists who have serviced and advised over 100 customer centric brands on their relationship marketing needs. Loyalty Prime is headquartered in Munich/Germany, with operating offices in London/UK, Atlanta/USA as well as New Delhi/India.

Please let us know why you would be a great fit for the role and share your CV, alongside your salary expectation and links to your work/portfolio in various categories (such as B2B blog post, white paper or e-book, SEA copy, website copy, video copy or anything else you would like to show us) by clicking the below button:

APPLY

In case you would like to send a portfolio file via email or you have any questions please feel free to contact us via careers-germany@loyaltyprime.com. Please note that applications must always be submitted via the above-mentioned button.

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