



Our client is the upstart start-up born out of a huge, established player in the mobility and travel space. The goal is to become Europe's leading online destination for modern Camping experiences!

Their backer has a ton of know-how and experience about Camping, so along with solid funding they already have a great head start.

This is where you come in ... We are looking for a Content Lead, who thrives on challenges!

## **HEAD OF DIGITAL CONTENT | START UP** ( m / f )

### **The Role:**

- Act as a Content Lead and establish the content division (editorial, content strategy, content production, content management and content marketing).
- Develop an overall content concept (integration of external content, production, technology, style, budget, quality assurance, management, distribution, target definition and measuring).
- Manage the whole onsite- (inspiration, information, SEO, increase of conversion) and offsite content (content marketing via social and PR).
- Utilize internally available data as well as conducting competition monitoring and studies, to produce state of the art content through internal and external resources.
- Establish and manage a small in-house editorial team
- Determining, measuring and reporting of KPIs and ROIs as well as controlling and adjusting all actions on the basis of these values

### **Experience:**

- Several years experience of working in the editorial, content strategy, content marketing or content management area in a digital company
- Excellent grasp of content in all formats (especially editorially and of core data, but also picture and video)
- Experience in the profitable use of content across various channels (Onsite, SEO, Social, PR, etc.)
- Very good understanding of content as an elementary component to generate relevant reach and as a basis for the marketing of the camping platform
- Verifiable success in establishing efficient and scalable content production with in-house teams and through service providers
- Experience with comprehensive core data projects
- Good writing and redacting
- Experience with KPI-driven content-payout as well as using appropriate tools for measuring successes
- Very good German and English



**Offer:**

- Unique opportunity to join a wild ride, going from zero to market leader in crazy fast timeframes.
- Robust financing backed by a single, stable and committed backer.
- Senior package, new laptop, nice offices, friendly colleagues.

You love good content and get especially creative when it comes to the production of digital content.

Well ... come and join and test your ability to the limit – see how your work directly creates value and be part of the future of Camping so good, no one can imagine it yet.

**We look forward to receiving your CV!**