



Europal Packaging – Content Marketeer

Content Marketeer

At Europal Packaging, we are looking for a dynamic Content Marketeer to strengthen our team. In this role, you will be responsible for creating engaging and targeted content for our B2B market, with a strong emphasis on LinkedIn as our primary social media platform. You will develop content that not only conveys our brand values but also strengthens our position in the market, working closely with the sales team to generate leads and increase our online presence.

What does your job involve?

- Developing and executing a content strategy focused on the B2B market, with a focus on LinkedIn and other relevant platforms.
- Writing content for various stakeholders, including creative support for the HR team.
- Producing various types of content, including blog articles, case studies, videos, press releases, using the appropriate tools.
- Creating and managing the content calendar to ensure that all content is published timely and effectively.
- Collaborating with the sales team to develop and execute lead generation campaigns.
- Monitoring and analyzing the performance of content, and adjusting strategies based on results.
- Contributing to keeping the website up to date, with special attention to user experience and relevance.
- Coordinating SEO and SEA efforts, with external partners.

What competencies do we want to recognize in you?

- Excellent copywriting and content creation skills, with experience in the B2B market.
- Strong affinity with industrial products and ability to make complex concepts accessible.

- Experience with content production tools and platforms, ability to work independently is a must.
- Experience with Webflow is a plus.
- Passionate about lead generation and able to develop effective strategies in collaboration with the sales team.
- Attention to detail and a strong commitment to the values of our company: one-stop-shop, customer-driven, one team, sustainability.
- You are multilingual. We communicate in Dutch, French, and English.

We offer you

- A position within a dynamic and growing company, with a strong focus on sustainability and innovation.
- The opportunity to play a key role in strengthening our B2B market position.
- Room for professional development and growth.
- A competitive salary package, tailored to your experience and contribution.
- Flexible working hours and a supportive team environment.

Are you excited about this position and see yourself as our new Content Marketeer? Then send your CV and cover letter to hr@europal-packaging.com. We look forward to hearing from you and perhaps welcoming you soon to our team at Europal Packaging, located at 35 Beneluxlaan in Kortrijk.

Discover more about us at www.europal-packaging.com.

<https://www.europal-packaging.com/>