



<https://www.eggheads.net/en/job/copywriter/>

Copywriter (m/f/x)

Description

Join us eggheads on our current path to becoming the leading PXM platform in Europe! Become a member of our Marketing Team and play an active role in eggheads' brand appearance. As marketing pros, we further the growth of the company, establish brand recognition, boost our employer branding, and generate leads for our Sales Team.

Tasks

We assume that you're an expert in your field and passionate about your profession. You love taking responsibility and you're good in balancing priorities. Additionally, you're constantly questioning and improving established work practices and processes. Most importantly, however, you're a magnetic and inspiring person who likes being surrounded with like-minded people.

Your Profile

- You design captivating and professional texts for sales-oriented mails, blog posts, ads, and landing pages
- As an expert for effective sales psychology and storytelling, you're the go-to content creator — you write the content of our marketing campaigns and sales funnels
- You come up with "big ideas" and have "Eureka moments" on a regular basis, dishing out attention-snapping headlines in great quantity
- Your texts constitute the basis of our communication with interest groups and other external parties throughout all Customer Experience phases
- You target the requirements of our leads and customers, and know exactly what they want
- Together with our Product, Customer Success, and Marketing Team, you develop a customer-oriented approach to our target field

About eggheads

What does it mean to be an egghead? It means shaping the future of product data management in this world, that of our company, as well as your own career. As one of the ever-expanding B2B SaaS and On-Premise companies in Europe, we have a fantastic software product; we have a wonderful team consisting of more than 85 eggheads from Germany, Brazil, and elsewhere; and in our grasps we have a market just waiting to be conquered. With our currently more than 2,000 B2B users, we also set ourselves ambitious goals: We aim to grow even further and become Europe's leading PXM platform. We believe in the practice of gathering experts like you — goal-oriented and forward-looking eggheads who want to do more than just occupying a niche in a team. Ready to become an *eggspert*?

#weareeggheads

Benefits

- Office or @home? At eggheads, the choice is yours
- Design the schedule of your workday on your own with flexible work hours

Career Level

Professional

Beginning of Employment

As Soon As Possible

Employment Type

Full-Time

Employment Duration

Permanent

Date of Job Posting

20.08.2020

Employment Location

Alte Wittener Straße 50, 44803, Bochum, NRW, Germany

- Office coffee flatrate included — or water if you want to stick to the classics
- Each Monday, we provide free fruit supplies
- During breaks, challenge your fellow eggheads at a table soccer match or two
- Supplementary health insurance, capital-forming benefits, and occupational pension are all included
- State-of-the-art work equipment individualized for you and your requirements
- Open company culture: If you want you can participate in shaping our company

We're looking forward to hear from you. You may either send us your application material the classic way via [E-Mail](#) or via our CV upload using the **“Send Application” button**. For further inquiries, feel free to contact Merle Sonis (HR).

PS: Given our company culture, we directly default to casual rather than formal speech. You can address us in your preferred manner of speaking as you see fit.