

G&K TechMedia GmbH

“Only that which is read has a future”

With this motto in mind, G&K TechMedia GmbH has developed its high-quality special interest media for the package printing and converting industries. We provide our readers and customers with high-quality information on the most complex state-of-the-art technology. We communicate with and inform them through our magazines and online media, social media, databases, events, special editions, E commerce platforms, and mailings.

Now, we are looking for a

Trainee for Content Marketing Manager (m/f)

at our subsidiary in Emmendingen near Freiburg/Breisgau in one of the most beautiful regions of Germany. The position is available with immediate effect. The trainee programme is for two years.

We will train you in journalism and marketing.

You will need to be able to identify the information requirements of our target -groups using SEO based mathematical processes, and develop accurate and appropriate content based on keyword analysis. You will need to utilise existing content of our clients or our publishing house, or commission this as a new task, and you will be required to write, publish and market this information via all cross media channels. You will learn to develop engaging content to attract and retain customers.

Use of digital tools for communication

Your tools comprise our CRM database, our shop system and their landing pages, content management systems and the usual promoting instruments: teaser, widgets, newsletters, e-mail, direct marketing, social media, SEO-based marketing campaigns, and the methods of content marketing. You will advise our customers, analyse the content marketing results and adjust content and promotion strategies.

We offer you a team spirited job

We expect you to have the following:

- Good writing skills and a sound understanding of technical matters

- Excellent knowledge of English and German, both written and spoken, is an absolute must, while any additional language would be useful
- First hand experience in the field of PR or direct marketing would also be helpful
- Enjoying selling our services and advising customers
- Understanding of the functioning of the World Wide Web and particularly of the major search machines and social networks; the SEO term should not be unknown to you
- First skills in image and video processing
- Mastering the methods of direct marketing and e-mail marketing as indispensable basis of your work

We offer:

- Training in line with a new and avant-garde style job profile, with excellent future prospects
- A dynamic, team minded and pleasant working environment
- Excellent career prospects within a well-positioned and highly respected media company, that operates in Germany and in international markets.

We are looking for highly flexible people interested in working in the changing media industry and willing to develop personal creativity.

If you are interested in shaping the content marketing of the future we look forward to receiving your application in full by e-mail to bewerbungen@gk-techmedia.com.

Please title your e-mail 'Trainee Content Marketing Manager'.