

JOIN OUR TEAM AS

# MARKETING CONTENT WRITER

M/F/D - FULLTIME IN MÜNSTER

**APPLY NOW: [JOIN-US@LIEFERGRUEN.COM](mailto:JOIN-US@LIEFERGRUEN.COM)**

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As Content Writer you are responsible for the company-owned blog, website and other online media. In addition, your knowledge as SEO expert and your writing skills are supporting us to always strive to set the right tone for the company.

# Liefergrün

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# MARKETING CONTENT WRITER

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## RESPONSIBILITIES

- Writing, reviewing, editing, and updating content for company website, blog, marketing materials, and similar platforms
- Research industry-related topics, combining online sources, interviews and studies
- Identify customers' needs and gaps in our content and come up with new topics
- Plan, develop and implement our SEO strategy & stay up to date with the latest SEO and digital marketing trends and best practices
- Conduct keyword research and use SEO guidelines to increase web traffic
- Identify, monitor & improve key SEO KPIs as well as redirects, click rate, bounce rate and other KPIs
- Prepare and present reports regularly

## REQUIREMENTS

- Proven work experience as a Content Writer, SEO Manager or similar role  
Demonstrated excellent skills in writing, proofreading, and editing in German & English
- An understanding of SEO strategies and best practices.
- Experience in doing research using multiple sources
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Sense of ownership and pride in your performance and its impact on company's success
- Critical thinker and problem-solving skills as well as a strong teamplayer
- Bachelor's degree in Marketing, Journalism or related fields

**APPLY NOW:**

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