

# Content Manager - German Speaker - Germany Remote (f/m/x)

- Bergmannstraße, 10961 Berlin, Germany
- Full-time



## Job Description

**AUTO1 Group** is Europe's leading digital automotive platform. As a dynamic tech company, we are revolutionizing the automotive industry with our brands **wirkaufendeinauto.de**, **AUTO1.com** and **Autohero**. In your role as a Content Manager you will constantly optimise and innovate the German content for our C2B brand **wirkaufendeinauto.de** and our retail brand **Autohero**.

## **Your new role**

- Take ownership over content projects for our German Autohero and **wirkaufendeinauto.de** platforms and manage them in line with our content strategy
- Collaborate closely with our marketing and product teams to provide impactful content along the customer journey, from advertising to website and email
- Build effective content marketing campaigns to increase our organic traffic share
- Leverage data to make informed content decisions
- Continually improve and innovate our content standards to stay ahead of industry trends

## **Your skills**

- First relevant working experience such as Content Manager, Translator or Journalist, ideally with organic marketing or PR experience
- Experienced in planning, writing and publishing well-researched content, always managing to find the right balance between composing high-quality texts and adhering to Google's ranking factors
- A creative mindset and the ability to think outside-the-box, plus ideally interest in the automotive industry
- An entrepreneurial mentality reflected in a strong work ethic and motivation to reach competitive targets
- Business fluency in English and German

## What we offer you

- Your life-work balance and home office are part of our culture, you can work from home up to 5 days a week
- Educational budget for your personal growth
- Company events like Hackathons, International Nights, Company Party, Football etc.
- More than 90 different nationalities make up for a truly international

Apply by sending your **CV** with a note of your **salary expectations** to **malwina.perkowska@auto1.com**. Contact: Malwina Perkowska