

Content Writer Specialist



About us:

Founded in 2004 in Iași, we are an industry-leading company defined by its drive to build state-of-the-art technology products. We specialize in the research, development and implementation of software and hardware technologies for the processing of flexible materials, with a strong focus on computer aided design (CAD) and cutting room processes/computer aided manufacturing (CAM). Our advanced technologies automate the manufacturing process from design to cutting for customers in more than 60 countries, providing reliable services and technical support throughout all stages.

We are looking for a talented Content Writer to help us expand our digital footprint and drive more value through online content. This position requires a high level of creativity, as well as the ability to use data-driven insights to write better material. The successful candidate should also be detail-oriented and committed to meeting tight deadlines. Preference will be given to those with a strong writing portfolio, bachelor's degree and relevant work experience.



What you will do:

- Produce various content types: email, social media posts, blog posts, press releases and others
- Write clear marketing copy to promote our products and services
- Research industry-related topics (combining online sources, interviews and studies) and collaborate with other departments to create innovative content ideas
- Identify customers' needs and gaps in our content and recommend new topics
- Create content marketing campaigns to drive leads and subscribers
- Promote content on social media and pitch articles to relevant third-party platforms
- Edit content produced by other members of the team
- Use SEO best practices to generate traffic to our site
- Coordinate with marketing team members to illustrate articles
- Ensure all-around consistency (tone of voice, images)
- Analyze content marketing metrics and make changes as needed



The ideal candidate:

- 1-3 years of experience with content writing, preferably for a B2B audience; with content marketing strategies, trends and statistics; with promotion and PPC campaigns
- Bachelor's degree in Marketing, Journalism or related field
- Excellent English speaking and writing competencies
- Excellent communication and interpersonal skills



Eligibility Requirements:

- Must be willing to work in Iasi
- Must be able to provide a portfolio of work examples (if available, include a web address when you submit your resume)
- Individual must exhibit strong writing and presentation skills, as well as superior creative skills
- Ability to juggle priorities and meet deadlines
- Eager to explore new avenues in the content marketing space
- Experience in a technical environment and/or writing for international audiences are preferable



We offer:

- Challenging projects in an industry-leading company
- Flexible work hours and competitive benefits
- Periodic internal events and company parties
- Private parking spaces
- Working location: Iași, Romania
- Type of contract: Permanent & full time

If you are interested, please send your CV at hr@geminiCAD.com & come and meet us.

