



# Our customers will love you. We, too.



ifm electronic is the world's leading provider for sensors & control-systems in the industrial automation area. The company established in 1969 and powered by a team of 7,300 employees in nearly 95 countries around the globe. The company has a wide range of products and solutions in the entire manufacturing industries. In this role, as digital content specialist, you'll be the interface between marketing and product team. You'll get information from multiple national product teams and be responsible for compelling contents and creatives development in different formats for digital marketing activities to meet business goals.

## Digital Content Specialist

### Main Responsibilities:

- Clarify marketing requests from product managers, take part in defining marketing strategy and innovative marketing plan
- Identify competitive and on-brand content in cooperation with product team
- Drive and prepare contents in multiple types (incl. articles, graphic, video, presentation, etc.) for online marketing activities supported by product and marketing team
- Support on update and optimization of group website and SEO project in collaboration with HQs
- Work with digital marketing specialist for rollout of campaigns to generate leads and increase brand awareness
- Support on other marketing related activities

### Requirements:

- Bachelor's Degree or above, marketing, electrical engineering or automation related preferred
- 3+ years of relevant work experience in content editing, industry market and business environment preferred
- Outstanding writing and editing skills in Chinese
- Advanced skills in Word and PowerPoint. Intermediate skills in AI, PS, and Video production
- Excellent in written and spoken English. German as a plus
- very good team player, ability to work independently and would like to provide support and help to other people
- Able to travel as necessary

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