



(Junior) Content Marketing Manager (m/f/d)

MessengerPeople is one of the pioneers of Messenger Services and today the leading Software-as-a-Service-Provider for Messenger Communication & Chatbots. With our software, companies worldwide are using the most popular messaging apps like WhatsApp, Facebook Messenger, Apple Business Chat, Telegram, Viber etc. on professional and safe level.

Since September 2021 we are part of Sinch! The Swedish, company connects businesses and customers worldwide via Mobile Messaging, Voice- and Videotelephony.

Eight of the ten biggest U.S. Technology companies are Sinch customers, and we also provide services to many companies from the SMB sector. Today we're counting over 2.000 employees in over 40 countries.

“MessengerPeople a brand on its own”

Our Marketing-Team sees itself as “Content Machine”: we love content and stories around our software and the secrets of success of our customers.

Thereby we are always taking new paths, not only relying on classic B2B channels like fairs and webinars – but use the whole palette of marketing opportunities from TV-Advertising, Influencer Marketing or Podcast Sponsoring.

You have ideas on how we can become even better? Become part of our Content Machine!

At the moment our marketing team includes Katha (Media & Events), Kai (Social Media & Performance Marketing), Sören (Graphics & Website), Birgit (CRM & Analytics) and Matze (Speaking & Content).

Now we want to expand our team with an energetic and motivated content marketer. Join us and use your know-how and ideas to shape the future of messaging communication.

Whether it's a text for our blog and website, platform-specific social media content, or video production, we're looking for a team member to ensure our brand and products continue to gain awareness & trust - nationally, as well as internationally.

Your tasks

- **Your focus: Content.** You create the right content based on our personas, market developments, our product portfolio and strategic direction.
- You create informative and SEO optimized blog posts, social media content with thumb-stop qualities and produce videos for different touchpoints that inform and inspire.
- You actively manage the community, know the right tone at the right moment and gather insights for the further development of our content strategy.
- From your position, you actively support the conception and implementation of communication activities in DACH and internationally.

Your Profile

- You are motivated, creative, well-structured, willing to experiment and have experience in storytelling
- You have first professional experience in content or social media marketing and you know how to write SEO-optimized blog posts
- You have good video production skills and are familiar with common video editing programs
- Ideally, you have some professional experience in community management and social content creation and are up to date with the latest developments in various social media platforms (with a focus on B2B).
- You are a team player, communicative and collaborate with other departments as a matter of course.
- Very good written and spoken German and English skills - other languages are an advantage, but not a must.
- Very good knowledge of MS Office programs, ideally first experience with Wordpress and graphics programs.

What you can expect

- Exciting topics, successful product and a growing, global company - here is plenty of room for you and your further development!
- International and highly motivated team. Hands on spirit drives us!
- Cool office near Munich central station, also remote work is possible.
- Regular team events from tobogganing, to hiking, to weekends in mountain lodges
- Flat hierarchies, short decision-making processes and a trusting and open corporate culture.

Apply now to be part of our marketing team! We are looking forward to you, your ideas, your curiosity and especially your personality!

Your personal contact

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[MessengerPeople.com](https://messengerpeople.com)