



Empowering a  
renewable future

**SCADA**  
international

## Talented Communication & Content Creator (maternity cover)

**Would you like to be part of a growing, entrepreneurial business within renewables?**

Are you a talented marketing and communications professional who can create engaging content based on highly complex material? Do you have a proven track record of producing sharp content that conveys a strong message to target groups and achieves impact? Then, you might be the new colleague we are looking for to join our Marketing team in Silkeborg for a maternity cover.

We offer an exciting position where you will have the opportunity to work with a wide range of marketing activities, for which you will have a key role in driving processes independently to deliver results in line with the overall marketing strategy. You will join an energetic team of colleagues in our Marketing department and report directly to our Head of Marketing & Business Innovation.

Our organization is highly specialized in complex technical solutions, and the way we work is characterized by adaptability and flexibility. When you join us, you will become part of a workplace that welcomes commitment, enthusiasm, and initiative, and it is important to us that you are motivated by working in a fast-paced and dynamic environment, which requires your ability to easily switch between projects and objectives.

### Your role

**Produce captivating content for all our communication channels and raise our brand presence.**

You can expect to receive a great deal of responsibility in this position, where you will have the opportunity to make valuable contributions to the continuous improvement of our marketing content.

Your role will be split between content creation and writing, increasing our brand awareness and project management. The core of your job will focus on producing engaging content that translates technical solutions into commercial stories that speak to the value-adding aspects for our customers, as well as driving the process around all communication material across our various platforms and be the main engine behind our campaign execution.

Your main responsibilities as our Communication & Content Creator will be to:

- translate complex technical solutions into commercial stories
- produce customer-centric communication material in line with our brand and marketing strategy
- generate reports and optimize marketing activities
- grow our digital presence and channels through Google AdWords, SEM & SoMe
- develop and execute a strong online and offline presence for relevant target groups
- create, coordinate and execute social media plans
- coordinate and execute marketing and communication plans
- research and advice on relevant market trends and developments
- support with lead generation, project management, product launches, commercial documents, and presentations

## Your background

**You possess the power of the written word and understand the art of creating compelling stories.**

We imagine that you have a relevant degree in marketing, communications, brand management, or a similar field, and have gained relevant experience from working in marketing and communication-related roles for a minimum of 5 years, preferably from B2B organizations.

You will need to be strong in your abilities to plan, coordinate, drive processes, as well as being able to execute these plans and write both captivating and accurate copy about our products in order to communicate to customers the true value of our solutions.

In order to make valuable contributions to our organization, we expect that you:

- possess extensive experience in content creation for a broad range of purposes
- have a drive for execution and a great overview of what to prioritize
- are savvy with social media and familiar with SEM, SEO, Google AdWords, and CMS
- communicate excellently in written US English
- work extremely structured and result-oriented
- are outgoing and a team player
- have great time-management skills and work well with tight deadlines
- can motivate people around you to reach your targets

On a personal note, you are outgoing and curious, and you understand the value of working together and solving problems as a team. You have a proactive attitude and work independently in taking responsibility for your tasks and assignments. It is essential that you have an international mindset and that you thrive in a busy atmosphere where rapid change of direction is not an issue.

If the description above sounds like you, we would love to hear from you!

## Apply

We are looking for someone to start in early August. Applications will be reviewed on an ongoing basis and the listing will be closed as soon as we find the right candidate, so please don't hesitate to reach out!

If you have any questions for us, you are more than welcome to contact our Director of HR & Administration, Jan Konstantin Rosenby, at +45 2014 6468.

To apply, please send your CV and application via our [website](#).

## We are SCADA International

At SCADA International, we are specialists within renewable energy. We design and build intelligent software and hardware solutions that capture data from various sources and turn them into decision-supporting information, enabling our customers to optimize production.

We are a dynamic organization of close to 100 people spread out across our eight offices in Europe and the US. The way we work is characterized by adaptability and collaboration, which are key to our success. Working with us, you will be offered a high degree of freedom, and you will become part of a friendly environment with innovative and bright colleagues.