

// Professionally experienced

# Marketing Content & Automation Specialist (m/f/x)



 Paderborn  Full-time  As of now  Marketing & Growth

Do you love creating compelling content, increasing visibility with elaborate SEO strategies, and driving successful marketing campaigns with data-driven insights? Then you're exactly the right fit for us!

**Apply now and become part of our mission "Discover to Manage".**

## Your tasks at Raynet

- **Content Creation:** Writing whitepapers, blog posts, and mailings that engage and inform our target audience.
- **Search Engine Optimization:** Researching and implementing SEO-strategies to enhance the organic visibility of our content.
- **Strategic Planning:** Developing and executing innovative marketing strategies based on data-driven analysis.
- **Marketing Automation:** Setting up, optimizing, and maintaining automated marketing campaigns in HubSpot.
- **CRM Expertise:** Managing and further developing our HubSpot platform for lead generation, customer engagement, and reporting.

## Our expectations

- Degree or training in marketing, communications, or a comparable field
- Experience in the software and technology sector
- Solid experience with HubSpot and/or other marketing automation tools
- Practical knowledge in SEO and content marketing
- Creative and analytical thinking skills, as well as the ability to present complex topics to the corresponding target audience
- Excellent German and English skills, both written and spoken
- Ability to work both independently and in a team, and a passion for technology and innovation

## Contact

**Human Resources Team**  
+49 5251 54009-0  
[bewerbungen@raynet.de](mailto:bewerbungen@raynet.de)

## Further information

**Location:** Paderborn  
**Working hours:** Full-time  
**Start:** As of now  
**Department:** Marketing & Growth

## Are you interested?

Just send us an e-mail, contact us by phone or apply directly using the QR code.



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## What awaits you

- A lot of room for independent action, fresh ideas and new challenges
- Flat hierarchy, direct contact persons and fast decision-making processes
- Diverse tasks and projects in an innovative environment
- Team events & work-life balance
- Individual further education activities
- A challenging, practical and future-oriented job in an internationally growing company
- Fully equipped and modern office with ergonomic workstations, common Friday BBQ on the rooftop, e-bike leasing via BusinessBike, charging stations for e-bikes and e-cars, combined with a panoramic terrace overlooking Paderborn

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## Why Raynet?

Because we make the difference and not only offer you a demanding and challenging job with exciting opportunities for further training and promotion, but also do everything we can to make you feel at home.

We balance family and career and give you enough freedom to realize your potential in our friendly and motivated team – in line with our Modern Hybrid Workplace concept at each of our locations.