

Content Creator Jr. | Sauer Compressors Mexico

Job Description

At Sauer Compressors Mexico, we're searching for a self-motivated, and creative person for the position of Content Creator. From day one, this individual will contribute to all existing marketing projects across North America and will be responsible for developing high-quality body copy for websites, social media, marketing materials, and other platforms. To do so, they will learn all about and make significant contributions to Sauer's branding and style guide to efficiently maximize the impact of content they generate. They will understand the successes and challenges of content from our market competitors and will share their learnings with coworkers and stakeholders to consistently deliver excellence.

Objectives of this Role

- Develop Sauer's marketing and branding presence throughout all channels (traditional and digital).
- Maximize consumer engagement with marketing content.
- Share insights into competitor marketing content.

Responsibilities

- Research on industry-related topics.
- Create various content types (articles, infographics, banners, videos) with relevant tone and style, adhering to the respective style guides.
- Creation of print materials for industry events.
- Utilize various digital publishing platforms to create structured drafts.
- Create and distribute marketing body copies to advertise our company and products.
- Edit and proofread written pieces before publication.
- Target content to specific audiences and focus on trending topics.
- Incorporate blog and social media posts in both websites and social media platforms like LinkedIn, Facebook and YouTube.
- Assist in updating and translating marketing materials (brochures, data sheets, whitepapers, press releases etc.).

Required Skills and Qualifications

- Bachelor's degree in design, marketing, advertising, or communications.
- Proficiency in full Microsoft Office 365 and Adobe CC tools.
- Proven work experience as a Content Creator, Copywriter or similar role.
- Familiarity with video editing software (Adobe CC or similar).
- Excellent writing, communication, and presentation skills (in English).
- Superb organizational and time-management abilities.
- Demonstrable ability to multi-task and adhere to deadlines.
- Adaptable to multicultural and multinational integration.
- Valid passport and USA Visa.

Preferred Qualifications

- Hands-on experience with Content Management Systems (WordPress or similar).
- Hands-on experience with Social Media Management (Buffer or similar).
- Familiarity with email marketing tools is a plus.
- Familiarity with SEO is a plus.

Benefits & Compensation

- Job Type: Full time (hybrid).
- Fixed salary commensurate with experience.
- Annual performance bonus.
- Basic benefits established by law, plus major medical expense, and life insurances.
- Growth opportunities.