

External Support → Call Aspera Global

Todo: - Review Compliance  
- Request Reports

Check inventory and data  
→ use tool!



Aspera is a highly specialized provider of solutions for software license management and are the #1 choice for Fortune Global 500 companies. We have been working in this exciting field for more than 17 years with our experienced teams in France, Germany, UK, and USA. In order to further extend our growing international business, we want to **strengthen our marketing team in Aachen** with a dedicated:

## Marketing Writer and Content Manager (m/f)

Drawing on your experience in content development, marketing, and copywriting, you will develop strategic, industry-specific content which increases community awareness and engagement, grows website traffic, and supports consulting and sales efforts. The role requires an individual with a willingness to roll up one's sleeves and an ability to interpret and simplify in-depth technical information.

### Your responsibilities include:

- Develop written and visual content. Manage all logistical aspects of producing content across multiple channels relying on your high level of creativity, attention to detail, and excellent writing skills
- Collaborate with the SEO manager. Write high-quality content around important, relevant terms
- Deliver long-form and real-time/short-form content. Work together with and interview Subject Matter Experts to write white papers, data sheets and flyers, website content, and blogs
- Ensure consistency. Implement localization/translation, ensure uniform brand messaging
- Collaborate with the international marketing team in the US, France, and Germany
- When necessary, manage external vendors that support research, content writing and creation
- Conduct periodic competitive analyses to support the development of a content strategy specific to the UK & Benelux markets and in alignment with global marketing priorities and goals
- Coordinate and manage external agencies
- Maintain constant and constructive communication with the sales teams in UK and Benelux

### Your qualifications:

- You're a native English speaker
- Fluency (written and verbal) in German or French is a benefit
- Bachelor's degree or higher (Communications, Copywriting/Journalism, Marketing, or Business Administration)
- At least 5 years work experience in marketing content production, marketing, or copywriting
- Knowledge of Software Asset Management industry a huge plus
- Excellent communication skills
- Proficient with the latest versions of Microsoft Word, Excel and PowerPoint
- Ability to self-start and also work well with a team
- Proficiency with Adobe Creative Suite (particularly Photoshop and InDesign) a benefit, but not required

### We offer:

- Flexibility: work from home and in the office
- International team: ability to develop yourself amongst like-minded people and international travel
- Growth: ability to take on responsibility and make an impact on the company

**Have we sparked your interest?** Then we look forward to your complete application documents, which you can email to us in German or English at [bewerbung\(at\)aspera.com](mailto:bewerbung(at)aspera.com).

Silke Karius is available if you have any questions, please call +49 241-963-3656. The job reference is AC-MAR-07.