

## We are looking for a

# Digital Content Editor

Keywords: Communication & Media / H2020 EC Funding / ICT Consulting /

**Job category:** H2020 Community and Communication Management

**Job location:** Zurich (Switzerland)

**Contract:** Full time, with a probation period of 3 months and a resignation period of 2 months from either party.

**Start date:** Q1/Q2 2020

**Salary:** Depending on the experience of the candidate, to be discussed

**Holiday:** 25 days per annum, plus statutory holidays

### Job description and responsibilities

As Digital Content Editor you are passionate about storytelling and multimedia audience engagement. You will produce and publish editorial content for Martel, for H2020 projects, and commercial clients. You will creatively plan, research, write and proofread editorial content in the ICT field. You will oversee the online communication, social media presence, community building, and promotional messaging for European-funded and commercial research and innovation projects in various ICT fields, including for instance smart cities, telecommunications, multimedia, Internet of Things, artificial intelligence, cloud computing or next generation Internet. Your day-to-day responsibilities will include:

- + Liaise in-house and with H2020 projects' partners and commercial clients to define publishing schedule, collect information, develop news and social media content
- + Coordinate with the creative team to improve editorial content presentation/ layout (Web designers, photographers, video makers etc)
- + Check content for accuracy
- + Proofread and edit material
- + Use SEO and social media
- + Produce and publish new content in a creative way
- + Ensure content is up to date across media

In close collaboration with the rest of the Martel Media team you will contribute to defining and maintaining the image of the company, delivering communications to support marketing and business acquisition, shaping corporate communications, PR, social media, events, and content creation Martel Innovate is involved in.

You will be active in a friendly international environment and take part to national and international R&D projects across Europe (and beyond from time to time). In this respect some travelling within and outside Europe will be entailed.

### Fit for the challenge?

- + Comfortable developing multimedia content (Web, social media, video, press, animations etc.) across multiple channels
- + Ability to generate and translate ideas and concepts into first class digital news and features
- + Outgoing personality: you will be required to walk into networking events and be comfortable introducing yourself and the company to strangers
- + Writing skills – an editorial background in Web and social media content development experience with writing helps since you will be creating content for our company, projects, customers and / or partners
- + Communication and social media experience – a must. We need someone who can navigate WordPress and understands Twitter and Facebook for business, to start with
- + Interest in and good understanding of the ICT industry – at least of a subset of specific domains our projects and customers are active in (IoT, Cloud, AI, Telecoms, Creative Industry, Media, etc.).

## More specifically

- + Native or excellent English.
- + Proven experience in the context of Horizon 2020 project dissemination and communication
- + Consolidated experience in Communication/Media/Community Management, including familiarity with online media / tools, such as Twitter, FB, LinkedIn, Instagram, Hootsuite, Tweetdeck, etc, online and off-line publishing platforms
- + Solid experience with content management and editing, such as white papers, brochures, press releases, blogs, news items, etc. for on-line and off-line usage
- + Knowledgeable in at least one of the following key technologies: Internet, AI, IoT, 5G, Cloud, Media
- + Creative, open-minded, flexible, great time management skills, ability to multitask and proactive attitude

## What could be a plus?

- + Proven experience in the context of Horizon 2020 project management and coordination
- + Intermediate German
- + Previous experience in PR and event management
- + A Master's degree (or equivalent) in Communication / Media / Journalism

## Do you want to apply?

Send:

- + Your CV
- + A selection of your best editorial work
- + Cover letter (clearly elaborate on why you are the right person for the job)

via email to [careers@martel-innovate.com](mailto:careers@martel-innovate.com) indicating "Digital Content Editor" in the subject.

## About Martel Innovate

Based in Zürich, with offices also in Lugano, Martel is an innovative and dynamic SME specialized in the management, innovation and promotion of international Research and Development projects with a focus on advanced Internet technologies, such as 5G, IoT and Cloud.

Martel, with more than 20 years' experience in the European and Global ICT scene, includes three departments that work side by side to deliver the best quality to its customers:

- + Martel Consulting, a department specialised in R&D Project and Innovation Management and Strategic Consultancy, focusing on the coordination of H2020 projects;
- + Martel Media, a division specialised in dissemination, communication, marketing and community building activities at the service of ICT initiatives and projects;
- + Martel Lab, a R&D department specialized in cloud native architectures, spanning from cloud computing infrastructures to cloud computing as an enabler in different application fields such as: Big Data, IoT, NFVI and Smart Cities.

Martel's team is an international and dynamic group of people that combine skills and expertise from different domains, including business, technological, scientific, communication and marketing sectors.

**The Martel Media branch, which is guiding the overall communication and marketing activities of the company is growing: this is your chance to join us!**