

Content Specialist @ Impact Hub Bucharest

Location: Impact Hub Universitate, Bucharest

Area: Marcom department

Contract type: Full-Time

Work style: on-site but with flexible & hybrid options

Seniority: min 3 years

POSITION SUMMARY

We are looking for a Content Specialist to work in our Impact Hub Bucharest team supporting the marketing & communication team with content planning & implementation. Working together with an inspiring team, you will be in charge of documenting and disseminating the available content materials through our platforms which include websites, newsletters and blogs. You will work with the Content Manager and the Communication Coordinators to successfully implement the content strategy and make sure our readers are engaged and well informed.

IMPACT HUB BUCHAREST

Impact Hub is an ecosystem that inspires and supports people to create social impact in the world through entrepreneurship. Our 11 years' experience in the local market incorporates co-working spaces and a series of acceleration and scaling programs. We are part of a global community of 26000+ impact makers spread over more than 100 locations worldwide. You can find out more about us at [impacthub.ro](https://www.impacthub.ro) or from our [Linkedin](#) page.

Profile we are looking for:

- You are genuinely searching for a place where people value the impact of their work & the connections they build on the way.
- Structured and able to share your structure with the people you work with.
- Connected to the entrepreneurial & business ecosystem.
- Desired digital DNA structure, looking for future trends, not afraid to befriend AI and other not-yet-discovered platforms.
- Great with words and super copywriting skills but also SEO sensitive.
- Native Romanian speaker, with very good English language skills.
- Experience with WordPress websites and other custom platforms.
- Master planner with prioritizing skills.
- You take your work seriously; you are both autonomous and able to work efficiently in a team.
- We are looking for people with blog experience and engaging a community of readers;
- At least 3 years of experience in at least one role as a copywriter, blog author, journalist, or managing a content platform with more than 10.000 subscribers.

- Great people skills and the capacity to work with a small team of enthusiastic communicators.

Working within a team of Marcom specialists alongside Communication Coordinators, Content Manager, Social Media Specialist & PR coordinator, you will report to the Marketing Manager who oversees all Impact Hub Bucharest communication.

Role's responsibilities include:

Content development

- Research hot topics, events and trends that influence the entrepreneurial ecosystem; update existing content and/or produce new content related to these topics, events and trends.
- Contact and interview entrepreneurs, investors and experts in order to produce and publish new engaging content.
- Work alongside the Content Manager to implement the content strategy for our educational platform startarium.ro or for Impact Hub ongoing programs and platforms.
- Manage the educational content on the platform of choice (blog, website etc.) to make a flawless and engaging user journey.
- Work alongside the Communication Coordinators and Social Media Specialists to integrate the content in the communication plan.

Email marketing

- You'll be in charge of our newsletters: Impact Hub Bucharest' and Startarium.
- You'll set up the strategy & frequency for each newsletter, the format and the content to be included based on the communication plan and current activity.
- You'll curate and/or write the content for each newsletter, making sure our readers are receiving the most complete and engaging information.
- You'll put together the newsletters in an email marketing platform (Mailjet) and send them to our subscribers. You'll also handle other technical aspects related to newsletters.
- You'll take care of each database and help with its curation, based on subscribers' activity.
- You'll be in charge of the follow-up activity for each of our events or happenings in Impact Hub to inform participants or remind them of them.

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Reporting

- You'll keep track of the content produced and the newsletters activity and report it monthly and project based, depending on the reporting needs.

Other nice to have experience:

- Working with graphic design tools (Adobe XD, Figma, Canva)
- Working with live streaming broadcasters (Zoom, Streamyard)

What we offer:

- Working in the most inspiring space in Bucharest dedicated to entrepreneurs and diverse community of skilled professionals.
- Being part of a community of impact entrepreneurs; being part of a fast-growing local business and global network.
- A lot of responsibility and autonomy: we want you to leave your mark.
- Working with a diverse, highly skilled team.
- Several formal and informal opportunities for training and development.

To apply:

Applications will be accepted until **November 29th**. However, we will run interviews with selected applicants as soon as we receive applications and may decide earlier than that - so being entrepreneurial and applying fast is important.

Send us an e-mail at jobs@impacthub.ro with the subject Content Specialist containing your resume and a concise motivation letter that focuses on your experience and what makes you the missing puzzle piece from our team.