

## Digital Marketing Specialist DACH

As Virtuagym keeps on growing, we are now looking for a talented Digital Marketing Specialist (German native-level) to join our Marketing team. As Digital Marketing Specialist DACH you will be responsible for owning and improving the marketing mix for the region and to help us enhance our content and reach our German-speaking audience more effectively.

We are a remote-friendly company: this means this role is open to people living in any country compatible with EU working hours, but you can also decide to join your colleagues in our Amsterdam office in the heart of the city with a beautiful sunny roof terrace. It is completely up to you!

What this role looks like:

As Digital Marketing Specialist DACH, you will be responsible for helping grow our brand awareness and market share in the region, with a focus on creating and localizing high-quality content tailored to our German-speaking audience. You will work closely with your colleagues in marketing, as well as with DACH stakeholders in Sales and CS, to ensure our brand message is consistently conveyed across various platforms. You will report to the Content Marketing Manager. This role requires an understanding of the fitness industry, excellent writing skills, and the ability to produce engaging and persuasive content.

Some of your key tasks as a Digital Marketing Specialist DACH

- Gaining a deep understanding of our customers and prospects, finding new and innovative ways to target and engage them across all marketing channels;
- Developing original content in German, including blog posts, customer stories, PR articles, ad copy and marketing emails, that aligns with our brand voice and engages our target audience.
- Creating compelling and attention-grabbing campaigns for high-impact interactions in order to create awareness and drive conversions;
- Localizing existing English content into German, ensuring cultural relevance and maintaining the original intent and tone, as well as reviewing and editing existing content to ensure accuracy, clarity, and consistency.
- Implementing SEO best practices in all written content to improve organic search rankings and drive traffic to our website.
- Establishing and reporting on metrics that help refine the performance of these initiatives while keeping an eye on the full funnel (closed deals and retention).

Job requirements

- What you will bring to the team
- Minimum of 3 years of copywriting experience, preferably in the fitness industry.
- Native-level proficiency in German with excellent writing and editing skills. Proficiency in English is also required for effective communication with the team.
- Strong understanding of the fitness industry, including current trends and terminology.

- Ability to produce error-free content that is grammatically correct and adheres to brand guidelines.
- A knack for creating compelling and engaging content that resonates with the target audience.
- Ability to manage multiple projects simultaneously and meet deadlines within the allocated hours.
- Familiarity with content management systems (CMS), SEO tools, and basic HTML is a plus.
- Here's why you should join Virtuagym!

#### Benefits:

- Remote working, where you will be working for our office based in Amsterdam, the Netherlands;
- We provide your home office set-up and hardware;
- The Virtuagym Health Program: access to video-on-demand workouts and meditation through the VG platform and company-wide health & fitness challenges;
- Work from abroad (within Europe) for up to 12 weeks a year with a maximum of 4 consecutive weeks;
- Unlimited access to on-demand coaching with psychologists via chat, phone, or video call through the platform OpenUp.

Important note: please do apply if you meet 70%+ of the criteria. At Virtuagym we hire great people, not just resumes. If you can't check off a few requirements but are a fast learner, we'd love to hear from you!

#### About Virtuagym

Virtuagym is a leading and fast-growing innovator in the digital health and fitness domain, offering a Software as a Service solution and multiple native apps to users worldwide. We offer coaching and management solutions for trainers, studios, clubs and corporate wellness, all with the vision to make the world a healthier and happier place.

Virtuagym is an ambitious, passionate and multicultural team of talented people who want to create a healthier world for all. We believe in teamwork, challenging each other, being bold and adventurous, working lean, taking care of each other and sharing success. As a scale-up, we embrace our diversity, international character and our flat hierarchy that promotes great freedom, taking ownership and making a true impact. Our talented staff of 175+ employees are based out of two locations: Amsterdam, NL, and Medellin, CO.

Every day with us will be an opportunity to cultivate and evolve your personal and professional skills, as well as to make a significant impact on a global scale. At Virtuagym everyone can grow, whatever background you bring with you. We are not just colleagues, we are friends, willing to help and support each other. By joining us, you become a part of a joyful and energetic team.

Ready to join us?

Please do not hesitate to apply through our job portal and send us your CV and cover letter in English!

We will get back to your application within 10 working days.