

B2B CONTENT CREATOR(English)

Are you curious about how social networks and positivity can change the way food, beverage and hospitality businesses attract new customers? Are you a foodie, lifestyle guru or somebody who loves to experience new places? TWISPER are recruiting a native English speaking B2B Content Creator to join their vibrant team in Geneva. The position involves working closely with the marketing and design teams to produce engaging and compelling content for a variety of online and offline initiatives. If you're looking to be part of a fast growing, positive and disruptive solution for the hospitality, food & beverage and gastronomy industries, this is the place to be!

ABOUT TWISPER

TWISPER is a social travel app to find your friends' favorite restaurants, hotels and bars. The app is 100% add-free and values only real users and only positive experiences. TWISPER's community consists of friends, ambassadors, industry experts and partners that share great places through recommending great places. With our Ambassadors, we also organize charity campaigns to help the world become a better place.

POSITION

As the B2B Content Creator you will be tasked with producing innovative and original content that appeals to hospitality & gastronomy businesses in order to drive sales and awareness of TWISPER's B2B platform. You will use your creative writing skills to produce captivating content that attracts and engages with businesses across a variety of different marketing channels.

PRIMARY RESPONSIBILITIES

- Create content for B2B communications in order to enhance the TWISPER business platform and clearly communicate the benefits of the product
- Produce engaging B2B content for a variety of digital platforms, such as email marketing, blogs, website content and social media channels; as well as offline materials such as flyers, goodies and brochures
- Work closely with the design and marketing teams to produce visually appealing images and captivating written content in line with TWISPER's brand guidelines



Experience Positivity

- Assist with the management of B2B digital marketing and social media campaigns, including managing and engaging with the B2B community across various platforms
- Provide input into TWISPER's B2B digital marketing strategy from a content point of view
- Help to develop TWISPER's tone of voice and ensure consistency across all B2B communications
- Give recommendations on how to enhance and optimize social media posts and email campaigns through written content
- Research and develop new ideas using cutting-edge technologies and techniques for maximizing content
- Proofread English content and provide support with other written content as and when required

PRE-REQUISITES

- A native English speaker with the ability to craft compelling and effective written content in English for a variety of different B2B communications
- Skilled in producing persuasive and informative written content that drives sales
- The ability to create content for B2B communications in order to enhance the TWISPER business platform and clearly communicate the benefits of the product
- Experience of communicating to a wide range of clients with different backgrounds
- Capable of producing written and visual content in line with brand guidelines
- Experience in social media and emailing management (including specific tools such as Mailchimp and LinkedIn)
- Excellent knowledge of a variety of digital channels and how to maximize them for different marketing activities
- A proven track record of creating content for successful digital marketing campaigns
- A strong interest in learning and keeping up to date with new technologies, digital platforms and digital marketing trends
- A talented and creative writer that is able to adapt their tone of voice to suit the target audience, whilst adhering to the brand guidelines
- Knowledge of SEO is desirable
- Effective communication skills, both written and verbal.
- French is an asset

To apply for this job, please send applications to jobs@twisper.com