

Content specialist

Lyras A/S

Are you enthusiastic about developing catchy written content? Are you able to convert technical knowledge from a B2B company into lively and easy to understand content that hits the target audience? Are you able to write text that catches the imagination and fits anything from SoMe to white papers? Then you are the person we are looking for.

You will be the internal communicative connection between different departments at Lyras, as well as the connection to our customers. You will be working with a wide variety of different communicative and sales improving communicative tasks both internally and externally.

The overall tasks are to ensure a structured and precise branding of Lyras. You will be the communication specialist that is part of the full process from creating the strategy to development and implementation of written content. In your role you will also be the internal journalist that loves to find and convey exciting content from all parts of the organization.

At Lyras we are an international company with a main focus on the B2B market, but with a future goal to target the B2C market as well. You will be able to secure that our marketing becomes efficient, targeted, and professional – In short world class marketing.

You will be a part of a creative, dynamic, and ambitious team and refer directly to the head of marketing.

Your primary tasks:

- Branding of Lyras, this being creating content concepts and text.
- Responsible for communication and SoMe strategy
- Creating sales material and sales tools e.g. Brochures and white papers
- Optimization and content for our website
- Digital marketing, this being e-mail marketing, lead generation, CRM and SEO- optimization
- Manuscripts for Webinars and seminars
- Text for PR-activities, articles, and advertisements
- Performing a wide variety of analysis in collaboration with the rest of the team
- And much more

Qualifications:

We expect that you have an education within communication, marketing or within journalism, and have a minimum of 2-4 years of experience from a similar position. You must be independent, initiative-taking and extrovert with an international outlook.

We value:

- A sharp pen and strong written skills – this being in English & Danish
- The ability to gather and structure technical data and display it in a simple and understandable manner
- That you are structured, analytical, responsible, and curious about obtaining new knowledge
- A willingness to be the front runner on new tasks and a great mood

At Lyras, we design and manufacture UV-systems – a process called Raslysatation. The systems are used in liquid food processing industry but especially in the dairy industry. The systems can reduce the energy consumption during the process as well as heighten product quality

Read more about Lyras here: www.lyras.com

Or see more about our revolutionizing technology here: <http://www.tools.lyras.com/>

Contact us today if this sounds interesting. Questions and applications can be directed to Recruitment and HR Manager Niels Møller by phone at: +45 2253 0367 or by email at NIM@lyras.dk Application deadline is 12th June and interviews will be held afterwards.

When you apply for the position, you are automatically transferred to our system, where your application, CV and other documents can be uploaded.