

# CONTENT MANAGER

ferm LIVING is looking for a Content Manager to join our marketing team. You will become an important part of a dynamic and committed team in a successful, fast paced Danish design company with high ambitions for the future.

The primary roles in the job are to be ferm LIVING's copywriter, to create content for our social media channels. The position is based at the company's head quarter in Copenhagen and reports to the Marketing Manager.

## KEY RESPONSIBILITIES

### Copywriting

- Product texts with every collection launch
- Copywriting for various marketing campaigns
- Copywriting for catalogues
- Copywriting for newsletters
- Copywriting for website content
- Translation of text, company language is English

### Social Media

- Planning and creating posts on all SoMe channels (Instagram, Facebook, Pinterest, Twitter, LinkedIn)
- Creating campaigns on especially Instagram
- Analyzing and monitoring SoMe channels
- In charge of dialogue and customer service on Instagram
- Following trends and tendencies in the SoMe world
- Monthly reporting and KPI tracking

### General Marketing tasks

- Content development of marketing/branding activities and campaigns
- Planning and execution on marketing/branding activities and campaigns

We expect you to have extraordinary communicative and grammar skills, pay great attention to the details and that you can see yourself as a ferm LIVING brand ambassador. You must think proactively and have a strong personal drive. We work in a high pace, so it is important that you can thrive with multiple tasks at the same time. You are result-oriented and have a hands-on approach.



## PROFILE AND QUALIFICATIONS

- Min. 3 years experience in copywriting on consumer goods products preferably from the interior business (home-accessories, furniture, lighting)
- 1-3 years' experience in marketing and working with social media
- You have a relevant communication education
- You master the English and Danish language with the ability to write and converse flawlessly. Additional language skills in German and/or French are an advantage
- You are self-driven, but at the same time a team player
- You have a natural interest in design and culture
- Computer literacy required (Word, Excel, PowerPoint, Outlook etc.)
- You are a passionate, flexible and committed individual

## WE OFFER

An exciting full-time position in a dynamic, fast growing international design company with great possibility for personal development, and where we value initiative and proactiveness.

Start date: As soon as possible

Please send your application and C.V. to: [job@fermliving.com](mailto:job@fermliving.com) before September 20. If you have any questions for the position, please contact Marketing Manager Martin Neve on [martin@fermliving.com](mailto:martin@fermliving.com) or 7022 7523.

*Life is full of contrasts. As we navigate expectations and dreams in the search for meaning and comfort, we long for a balanced life with room for chaos and calm, moments of reflection and times of joy. A place where we can be ourselves, realise the true value of things and feel at home.*

*Based on a passion for authentic design and clear functionality, we challenge ourselves to shape the future and take pride in creating products that help you balance the contrasts of life. We create collections of furniture, accessories and lighting, so you can create space to feel comfortably you. Welcome home.*