



Job Description

Content Creation Manager

Immediate position available for a full time Content Writer remotely based in the USA or Europe for [Cintoo](#), a leading Reality Capture software company that offers Cintoo Cloud, a cloud-based SaaS solution for the laser scanning ecosystem.

Primary duties include but are not limited to interviewing customers, writing, developing, editing, and publishing content and copy for a variety of digital platforms, including websites, blogs, videos, email marketing campaigns, Google and Paid advertising campaigns, social media posts, infographics, e-books, whitepapers, and more to promote and sell Cintoo.

Experience in the Reality Capture / laser scanning space is a must, while an understanding of Construction or Industry 4.0 markets are a plus. Technical expertise in the use of a WordPress CMS is helpful and following an editorial calendar schedule for a high-tech technology company. The ability to incorporate the Cintoo style guide and SEO best practices is also a plus. In addition, providing support for sales support materials is also an ongoing need.

As a Cintoo Digital Content Writer you'll create content that promote our brand, shares our story and vision, and makes a discernible impact across many different digital platforms.

What You'll Do:

- Interview Cintoo customers to get their feedback and understand their ROI using Cintoo Cloud in the Construction or Industry 4.0 markets.
- Create content that motivates, inspires, educates, informs, sells, and provides insight and information across a wide variety of digital platforms.
- Write, edit and publish content for websites, blogs, videos, social media, email campaigns, podcasts, e-books, whitepapers, and more.
- Work closely with the Marketing Director, Marketing Contractors, Senior Management and Sales to produce content that generates results.
- Use your knowledge of SEO and content development to create digital content that optimizes search engine results and positions Cintoo as a leader within the industry.

What We're Looking For:

- Someone who has direct experience in Reality Capture / laser scanning industry.
- Experience and understanding of the BIM and Digital Twin industry is a very strong plus.
- A hands-on person that creates the necessary content needed to drive successful customer engagement, and who can get creative and work within budgets to produce best-in-class deliverables.
- A highly motivated, self-starter that isn't afraid to roll up their sleeves and get directly involved in making things happen.
- A leader that can build, develop and maintain highly collaborative and effective working relationships with key stakeholders.



What Success Looks Like:

- Cintoo will be perceived as a highly credible, trusted, and respected partner to the BIM, Construction, and Industry 4.0 markets.
- Our brand will be pervasive and will establish itself as a leader in the industry.
- The openness of Cintoo Cloud platform will be a meaningful differentiator for our sales team.

Minimum Qualifications:

- English speaking & writing.
- 4+ years of experience in content creation and publishing.
- Strong attention to the details that matter most to our brand – content, voice, image, etc...
- Outstanding communication (written and verbal), presentation, and leadership skills.

Benefits:

- Health insurance
- Dental insurance
- Vision insurance
- Paid time off.

Please send your resume to Bill Kuypers, Marketing Director: bill.kuypers@cintoo.com