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Managing Editor (f/m/d)

On our path into a better working world we seek a Managing Editor to communicate Workpath's purpose, principles and expertise through all relevant channels. Built on high quality multimedia content, you will develop a go-to media brand to educate organizations and executives, nurture and lead a movement of like-minded people and enhance trust into Workpath as a future of work platform. As a part of the Marketing team you will be responsible for our multi-purpose content that effectively supports various marketing, sales and customer success activities.

In this role you will:

- **Develop a content curriculum and guidelines** around our focus topics (new work, new leadership, collaboration, org philosophy), boost our reach and drive inbound traffic
- **Ensure engaging high quality multimedia content** that will increase customer interactions and brand perception through an outstanding and consistent experience
- **Set up a scalable process with daily content output** (text, image, audio, video) through all relevant channels (e.g. newsletter, LinkedIn, Xing, Facebook/Instagram, Spotify)
- **Build up a content network** of freelancers, guest authors, media partners and other content creators that multiplies our reach and generates effective, converting content
- **Drive subscriptions** of our newsletter, event formats and the online community

What we are looking for:

- Very strong speaking and writing skills in English and German
- Passion for writing and concept development (content)
- Ambition to remain a top of the market expert in our space with a passion for our topics
- 1+ year of experience in content marketing and content management (with external content contributors) with a strong sense for channels, virality and target groups
- Experience in sharing knowledge and delivering key messages to large audiences
- High awareness for aesthetic content creation and design to shape a consistent brand

What you can expect:

- Be part of a value-driven, interdisciplinary team and shape the growing company with us
- Start a great learning journey and enhance your personal growth in an exciting space
- Flexible work arrangements with a high level of trust and autonomy



Please send your application to jobs@workpath.com

We are looking forward to hearing from you.

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Workpath is a successful B2B SaaS startup headquartered in the heart of Munich with customers like SAP, Trivago, Burda, Pro7, Scout24 and HolidayCheck. With our solutions for agile goal management, feedback and communication, we help established companies to transform into network organizations of autonomous and cross-functional teams.

Join us shaping tomorrow's working world for millions of employees, towards more autonomy and purpose at work.