

Content Lead & Senior Copywriter, SCALGO

We are looking for an ambitious Content Lead & Senior Copywriter to join the growth adventure at SCALGO. This is an opportunity to make a real impact. Our mission at SCALGO is to create a blue-green future through cutting-edge technology. Your work has the power to elevate terrain and surface water planning globally and help create a more sustainable world with space for water.

About SCALGO

SCALGO was founded to change the way we plan our cities and protect our nature by bringing advanced terrain data processing to the market and harness the power of large-scale digital elevation data. SCALGO's main product – SCALGO Live – is a web-based platform used by engineers, landscape architects, urban planners, and biologists who work to create better and more sustainable environments with space for water.

In SCALGO Live, users can quickly explore how surface water and terrain interact and experiment with ways to adapt cities to climate change, restore nature, develop blue-green urban environments, and manage stormwater around infrastructure.

Since launching SCALGO Live in Denmark in 2016, we have expanded into 8 new countries, and we now have more than 25,000 users spanning all the Nordic countries, the UK, Germany, Poland, and France. This year, we are continuing our growth journey by launching SCALGO Live in several new countries, including the US.

SCALGO currently employs a team of 29 highly qualified employees covering 9 different nationalities. The technical team consists of world leading experts in designing and implementing algorithms for analysing trillions of data elements. The multilingual market team consists of highly skilled engineers, planners, and marketers with deep insights into surface water planning.

About the job

SCALGO Live users are passionate about their job. Every day, they work to improve water quality, mitigate flood damage, develop sustainable cities, and restore nature. At SCALGO, we love to be a part of their journey and empower them to create even better solutions for our future.

We believe that the cornerstone of our marketing and communication is to engage with our users through relevant information in an inspiring format. We are now looking to take our content creation and marketing to the next level.

In this job you will have a dual role combining team lead with hands-on content creation. You will play a crucial part in developing and managing SCALGO's tone of voice, narrative and our way of connecting with our users. Furthermore, you have the overall responsibility for all content creation across various channels such as our website, e-mail marketing, SoMe, printed materials etc.

Launching new features and plan product releases in new countries, are some of the important operational responsibilities. Our platform, SCALGO Live, develops at a remarkable pace, and it is important for us to keep our users up to date with all the new features and possibilities. SCALGO Live is launched in several new countries every year, and you will have an essential role in planning and executing relevant and eye-catching product launches and campaigns.

Our users are the heroes, and we love to tell their stories through our marketing. In this role, you will put yourself in their shoes and use all the story-telling insights you have, to share their dream, mission and success. You will inspire engineers, biologists, planners and landscape architects around the world to create more sustainable environments with space for water.

You will report directly to the CEO, Morten Revsbæk, and work closely with him and our international market team to develop and execute our marketing strategy, with specific focus on content creation and product/content marketing. Our market team consists of local market managers, who are specialists in engineering and surface water management and have valuable insight into our users' daily work. Through collaboration, you will identify how to turn our global story into local marketing efforts to help expand and share SCALGO Live.

Stillingsbetegnelse:
Content Lead & Senior
Copywriter

Ansøgningsfrist:
11. august 2024

**Kontaktperson ved
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**Vis knap i
stillingsopslag (Vælg
kun "nej" ved fx
nyheder):**
Ja (Apply)

Your responsibilities

- **Content creation:** Write, edit, and proofread all content, including website, blog posts, articles, social media posts, email newsletters, and more. Ensure that all content is engaging, accurate, and on-brand.
- **Content and marketing strategy:** Maintain and develop our tone of voice and narrative. Create innovative and inspiring ways to share our stories and news through various marketing channels. Establish and maintain content guidelines and standards.
- **Team lead:** Lead a small marketing team consisting of one Visual Communication Manager and one Marketing Coordinator. Over time, you will grow the team further together with the CEO.
- **Collaboration:** Collaborate internally with market managers to identify marketing opportunities, plan campaigns and create engaging content.
- **Project management:** Lead projects with external consultants and creatives to further develop our marketing content and initiatives.
- **Analytics:** Set up and maintain content performance monitoring to get more insight into content and marketing performance.

Your profile

You can see yourself taking our mission to help “create space for water” to your heart and use your experience and visions to advance our global and local marketing. Through your writing, content creation, and marketing experience, you will produce inspiring content that tells our story. You are proactive and thrive in an entrepreneurial environment, where you can use your strategic overview and creative ideas to shape marketing efforts globally. Your flexibility, creativity, and ability to adapt quickly, will make you thrive in this role.

Specifically, we are looking for a professional with the following background and qualifications:

- Extensive writing experience and a proven track record of creating high quality content for B2B digital services. Experience with writing technical content is a clear advantage.
- Relevant experience with product and/or content marketing in an international setting.
- Strong communication skills with great attention to detail and understanding of cultural differences.
- Fluency in English at native or high professional level as well as outstanding written communication skills. Other languages are an advantage.
- Great collaboration skills and experience in collaborating with internal market managers as well as external consultants and marketing agencies.
- Relevant educational background within marketing or communication.
- Leadership potential and motivation to take on the role and responsibility as team lead for our marketing team. You have an operational approach and a strategic mindset.
- Experience with *software as a service* products and services in relevant fields, such as technology, climate change, engineering, and environment is an advantage.

Why work for SCALGO?

At SCALGO, we have great experience in building everything from the ground up. We believe in finding the right people and giving them the power and flexibility to do what they are good at. Everyone in SCALGO are hands on and involved in various tasks,

creating a strong community, that takes responsibility and works towards common goals. We welcome new ideas and create an innovative and fun culture together.

You will experience first-hand, that SCALGO is a place for growth and taking on new adventures. You have the opportunity to grow in the role and with the company, with much freedom to contribute and take action. Your motivation and ambitions to develop professionally will be actively considered in our growth journey.

You will become a part of a great international team in a highly ambitious company. As an extra bonus, you will be working from our office located in BLOX, with one of the best waterfront views in Copenhagen. If you are moving from somewhere else in Europe, we would be happy to help you relocate.

More information

If you are interested in the position as Content Lead & Senior Copywriter, please upload your CV and application below. If you have any questions, you can contact Evald Eriksen from Genitor at +45 4057 8708.

You can read more about SCALGO on our [website](#).

The deadline for applications is **Sunday, August 11th, 2024**.

We expect to have the first round of interviews on Thursday, August 15th, and the second round of interviews on Thursday, August 22nd. In between the two interview rounds, you should expect a task related case as well as assessment and psychometric testing carried out by Genitor. If you are one of the final candidates, there will also be a reference check.

We look forward to hearing from you.