

Founda

Content Marketer with copywriting skills

Founded by seasoned tech entrepreneurs in February 2019, Founda is a young and well funded company in the health tech & low code / no code space in Amsterdam. We are a passionate group of creators eager to give the healthcare world the technology it requires, against a fair price. We believe money should go to the patient care instead of expensive suppliers with even more expensive lock-ins. Our mission is simple: we aim to make the healthcare world a better place. We plan on achieving this goal by creating tools that allow healthcare innovators to disrupt the healthtech space and improve the lives of billions.

We are looking for a talented Content Marketer to take full responsibility of our inbound marketing strategies including social media, blogs and lead generation. You are the first to take up this role, enabling you to build (a) content (strategy) from the ground up. In this phase of the company, this boils down to thinking-through, creating and executing content strategies in short cycles in order to attain (visible) results quickly.

As our domain is (international) healthcare, you should have affinity with healthcare and some feeling on content produced in this sector. Ultimately to develop engaging content to attract and retain customers. As there is no copywriter currently part of the team, some copywriting tasks are part of this position.

This job is full-time.

You'll be based in our Amsterdam office, in the Netherlands. Our office is bilingual, communicating both in English and in Dutch. We are a diverse, international workplace, so anyone is welcome to apply!

Your responsibilities:

- Design content marketing strategies and set short-term goals
- Undertake content marketing initiatives to achieve business targets (lead production and awareness)
- Develop an editorial calendar, execute and ensure deadlines are met
- Deliver engaging content on a regular basis
- Optimize content considering SEO and Google Analytics
- Analyze web traffic metrics
- Share content through various channels, ensuring strong web presence
- Receive customer feedback and generate ideas to increase customer engagement



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What We're Looking For

- Fluency in English and Dutch (spoken and written)
- 2 to 3 years of work experience as a Content Marketeer
- Some experience as a copywriter
- Understanding of web publishing requirements
- Editorial mindset with an ability to predict audience preferences
- Hands on experience with SEO and web traffic metrics
- Expertise in social media platforms, primarily LinkedIn
- Project management skills and attention to detail
- Excellent communication and writing skills in Dutch and English
- BSc degree in Marketing, Journalism or relevant field
- You are comfortable in a startup environment where priorities can change and where we everything is up for discussion

What We Offer

- An opportunity to use your skills to build tools that will improve the lives of billions
- An ambitious and motivated team in an inspiring, fast-paced international environment with backgrounds in healthcare, payments and IT
- Room to grow – support in developing your career and yourself
- A pleasant work space – a laptop, a second monitor, a comfortable desk, nice private kitchen
- An office on the canals of Amsterdam
- Close to Amsterdam Vijzelgracht Station
- Equity incentive package
- Competitive Salary

We are so excited to speak with you. Please drop us an email at hello@founda.com, subject line: Content Marketer.

