



Full-Time | Charlotte, North Carolina

Content Marketer

Zingerle Group's **Content Marketer** is a creative strategist who thrives on engaging in every aspect of a project – research, development, execution, and analysis. In our quickly expanding company, they would collaborate directly with all departments to drive key growth in our marketing efforts for our three core product brands. Our Content Marketer will play a pivotal role in increasing brand awareness, fostering lead generation, and driving customer engagement through impactful storytelling, product education, and content strategies.

This is a full-time, primarily in-office position in Charlotte, North Carolina. Zingerle Group allows for remote flexibility as needed.

Position Overview

- Develop and execute content strategy in alignment with Zingerle Group brands
- Collaborate with Sales for sales-to-marketing circularity, customer insights, and product education
- Create a wide range of high-quality content including web copy, social media assets, client presentations, newsletters, webflows, advertising assets, and more
- Conduct strategic research for industry trends content performance, competitor analysis, etc
- Reports to Director of Marketing

Experience & Skills

- Proven experience in content marketing strategies and platforms
- Bachelor's degree in Marketing, Sales, Journalism, Design or relevant field
- Proficiency in marketing analytics and metrics
- Hands-on SEO and website content development experience
- Strong writing and editing skills with the ability to create clear, persuasive content
- Familiarity with social media strategy and platforms
- Passion for marketing and desire to stay current with industry trends and developments

» Read full job description and requirements over the following pages.

Zingerle Group is proud to be an equal-opportunity employer that welcomes applicants and employees of all genders, races, backgrounds, orientations, and nationalities.

About the Company

Zingerle Group is a global leader in the manufacturing of professional canopy tents, mobile structures, and folding furniture for clients throughout many different industries. With innovative construction, high-quality materials, a commitment to sustainability, and entirely in-house craftsmanship, we lead the premium equipment market in Europe and are positioning ourselves for the same in North America.

In 2017, we launched our US-based Sales and Distribution from Charlotte to serve our fastest-growing markets. Today, we manufacture and bring to market our three brands: Mastertent®, Ecotent®, and RUKU1952®. As a team of down-to-earth, hardworking problem-solvers, our professionals are excited and driven by the potential of the North American market.

The quality and versatility of our product lines create a vast market potential that we are just beginning to tap. We are on a mission to ensure that every business knows about our professional-grade, easy-to-use products, building Zingerle Group into a powerhouse of brands across the largest outdoor market in the world.

Since our start in 1948, Zingerle Group has carried traditions of a hardworking, passionate, and fun atmosphere where we celebrate the products we make, the customers we serve, and our team members around us. Learn more about us and our brands [on our website](#).

Your Role

We are looking for a mid-to-senior-level Content Marketing candidate. This employee would work in direct collaboration with the Director of Marketing and US and EU marketing and graphics teams while also autonomously taking charge of project ideation and development to drive brand and revenue growth across our direct B2B and ecommerce marketing and sales initiatives.

You will:

- Develop and execute content strategy in alignment with brand voice, audience, and marketing goals
- Collaborate with Sales for sales-to-marketing circularity, gather insights, address customer pain points, and provide client outreach support
- Create a wide range of high-quality content, including web copy, blog posts, social media assets, client presentations, brand collateral, email scripts and newsletters, advertising assets, and more
- Edit, proofread, and adjust content generated by our European Zingerle Group partners to fit the U.S. market

Your Role Cont.

- Conduct strategic research to understand and to activate on industry trends, customer applications, target audiences, our competitor landscape, and more
- Optimize content for SEO to grow our organic visibility and digital traffic
- Track, measure, and analyze content performance to adjust and improve content performance on a continuous basis
- Maintaining efficient and organized file and asset management

The Zingerle Group USA office is a small, but growing team with a lot of ideas and a drive to continue and expand our company and individual success. A positive and collaborative attitude, along with an eagerness to grow and exceed goals, will be needed and highly valued.

While this position is centered around marketing strategy and content development, an eye and skills for graphic design and asset generation would be a huge bonus in building cohesive content to accomplish brand goals.

Experience and Skills Desired

- Proven work experience in Content Marketing strategies and platforms
- Bachelor's degree in marketing, sales, journalism, design, or a relevant field
- Hands-on experience with SEO and web traffic metrics
- Familiarity with social media platforms
- Understanding of web publishing requirements
- Strong writing and editing skills with the ability to create clear, compelling, and persuasive content
- Creative-thinking skills with the ability to demonstrate complex concepts into digestible and relatable client education
- Proficient with MS Office programs: Outlook, Word, Excel and PowerPoint
- Proficient in using content marketing tools and platforms such as SEMrush, GA4
- Project management skills and attention to detail
- A passion for marketing and a desire to stay current with industry trends and developments
- Preferably knowledgeable in Adobe Illustrator, Photoshop, InDesign and applicable design software

Compensation and Benefits Offered

- Competitive base salary based on experience
- Quarterly team performance bonuses
- Generous healthcare reimbursement allowance
- 401(k) retirement savings plan with company match
- Substantial company provided life insurance benefits
- 2+ weeks PTO each year (separate sick and personal upon request)
- 2+ weeks EOY company closure (around Christmas and New Years)
- Major holidays off per company schedule
- Fun, friendly, and energetic atmosphere – with tremendous growth potential!

Work Environment and Expectations

- Our office operates from 8 AM to 5 PM EST, Monday to Friday.
- The majority of the work falls within standard hours; however, our professionals occasionally put in some extra sessions to support customers, handle projects, and attend work events.
- Our Charlotte office serves as our operations hub with minimal travel required.
- Involvement in events and external meetings pops up periodically – travel can range from a few hours for local needs to overnight stays with extended activities (expenses covered by Zingerle Group following corporate policies).

If this Content Marketer role sounds like you, please send your resume and a brief cover letter to careers.usa@zingerle.group.

We look forward to hearing from you!

All the best,

The Zingerle Group USA Careers Team

Find all our position openings on our [website](#).