



Technology has the power to change our world for the better. Help us tell the story!

Come join the forefront of technology marketing.

Technology, particularly in the healthcare industry, develops and adapts rapidly. Are you ready to help our innovative technology clients reach their audiences by creating compelling stories and marketing?

Join our team as a copywriter and you might typically:

- Turn features into benefits: analyze, research, and extrapolate – then create powerful content that speaks to technology end users.
- Collaborate on a messaging guide for a new product introduction; later put it into practice across a range of materials/media.
- Work on the complete process for a 'customer story' about an end user: from concept to questions, to conducting the interview and then producing materials in various media.

About KPUNKT

KPUNKT is a strategic B2B marketing agency with an eye on technology and a passion for healthcare and life science. We're here to support our technology-driven clients at every step of the marketing journey – from consulting and conceptualization to planning and execution. And we believe in the power of long-term relationships. Our success is grounded on deep understanding of our clients' needs – their technology, mission and vision, and way of working – as well as how their customers and audiences tick.

About the role

As a copywriter, you will:

- Develop exciting, unique stories that convey the real value of technology.
- Organize information in a way that's easy for people to absorb and use.
- Digest complexity to produce simplicity.

About you

As one of our copywriters, you:

- Can write! Showing professional experience in writing and content creation.
- Understand how different audiences consume content on multiple platforms.
- Can verbally and visually tell a story.
- Are keen to learn about customer needs and communications challenges, and can think critically and creatively to turn that insight into content-based solutions.
- Are good to work with: delivering/accepting feedback, handling multiple projects, collaborating well in the team – including with project managers, designers, and clients!

Fast facts

Role: copywriter

Company: KPUNKT Technology Marketing

Location: home office/remote; proximity to our offices in Stuttgart (Germany) or Eindhoven (Netherlands) is welcome but not essential

Start date: immediate

Contract: one year, with an outlook to continue

Key tasks: B2B copywriting, conceptualization, and production of multimedia marketing materials

Languages: native speaker proficiency in English (essential); German/Dutch skills a bonus

Hours of work: negotiable

Application requirements: CV, cover letter, examples of previous work

Apply now at careers@kpunkt.net

tell us why you're a good fit with what we do and how we work.

Find out more about us at kpunkt.net



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