



# SWEDISH SKI CONTENT MARKETEEER FOR THE LEADING NORDIC SKI-TOUR OPERATOR

*Are you able to write valuebased stories and content, that will engage, inform and tempt our guests? Do you understand skiers? The new and insecure beginners, that need guidance. The families that require security and ease so they can concentrate on their children. The experienced skiers that crave the adventures and powder, but also the skiers, that spend just as much time skiing as afterskiing. If yes - then maybe you are our new Content Marketeer.*

*Skinetworks are looking for a creative ski content marketeer, that are comfortable navigating the various digital content channels and want to join us in our ambitious marketing adventure. We are looking for a Swedish Content Marketeer.*

## THE REQUIREMENTS

- You create valuebased engaging content to various targetgroups and segments.
- You are comfortable creating content to E-mail, Marketing Automation, Workflows, SoMe, Blogs, PR, websites and various partners and know the requirements of each channel.
- You understand and are qualified with the steps and concept of Inbound Marketing and Marketing Automation.
- You write SEO based content and understand when it is needed.
- You can make content plans and execute them.
- You understand the difference about earned, paid and owned traffic.
- You write correct Swedish and understand Danish, as we work in a Scandinavian environment.
- 1-2 years work experience.

## EXTRA BONUS

- You are experienced working with Social Media.
- Photoshop & Video editing competences.
- Hubspot Experience.
- You have worked in the Alps and you are a passionate skier.



# SWEDISH SKI CONTENT MARKETEER FOR THE LEADING NORDIC SKI-TOUR OPERATOR

## PERSONAL SKILLS

Creative and positive.  
Strong team orientation.  
Commercial awareness and business understanding.  
Excellent communication skills; written and verbal.  
Drive and pro-activity.  
Flexibility.  
Skier.

## BECOME A SKINETWORKS MARKETEER

We are HubSpot experts with 3 years experience, and use it as an integrated part of sales, marketing, service and aftersales.

We are developing our marketing Automation with AI.

We have app. 200.000 permissions, about 90.000 guests, + 150.000 Facebook fans, +25.000 on Instagram on our various brands that we work with.

You become part of a marketing team that are ambitious in our goals and have the means to follow through.

Ideas, ambition and knowledge are welcome and accepted. We grow stronger together.

Our team are responsible for all marketing for 6 brands.

We create both digital online and offline marketing campaigns (incl. TV, billboards, Ads)

We are all involved in the marketingplan for our brands.

We have the worlds BEST product...

## ABOUT OUR COMPANY

Skinetworks is the leading Scandinavian ski tour operator.

Specialize in the top 30 ski resorts in the Alps.

Operate through the well-known brands Nortlander, Slopetrotter, Danski, Summitweek, Active Alps & RollinSnow

Target all ski & adventure lovers across age, gender and country.

Service close to 90.000 guests from Denmark, Sweden & Norway every year.

Employ more than 600 people at our destinations to ensure the best holiday experience for our guests.

Offer alternative active adventures – biking, trekking/hiking, mountaineering and more – during spring and summer.

## APPLICATION & QUESTIONS

Send your CV & application in swedish to:

Content Manager

Camilla Folkesson

camilla@skinetworks.com

