

Content & Brand Strategist

Deadline:

About the Role

We are looking for a Content & Brand Strategist to join our Central Marketing team and help drive Paychex Europe's thought leadership and content marketing across regions.

You will be responsible for building and continuously evolving a scalable, modular content engine that supports thought leadership, demand generation, and brand awareness — delivering relevant, high-impact content across every stage of the buyer journey.

This is a strategic and hands-on role — ideal for someone who combines content expertise, storytelling instincts, and brand thinking with strong leadership skills and a collaborative mindset.

You'll take ownership of key initiatives, partner with stakeholders across teams, and work with external contributors to deliver high-impact content and campaigns.

For this position **it is a prerequisite that you have fluent German and English skills** as this role involves developing content and messaging for German and European audiences.

Contact person:

Jette Lundquist

Contact email:

Jette Lundquist

Job area:

Marketing

Position type:

Full time

Location of job:

Denmark, Germany, Remote, Hybrid

Key Responsibilities

- **Content Strategy & Performance:** Own and drive the content and thought leadership strategy across channels and formats, ensuring alignment with brand positioning, lead generation, and business goals.
- **Editorial Calendar Management:** Orchestrate the central content calendar across thought leadership, product messaging, and campaigns.
- **Content Creation for Thought Leadership & Demand Gen:** Produce impactful content in German and English – from whitepapers and blogs to presentation decks and campaigns – to support brand authority and drive lead generation across key markets.
- **Social Channels Collaboration & Enablement** – Partner with Online Marketing on channel strategy, analytics, and paid social, while enabling field teams to adapt and localize content for their markets.
- **Website Messaging & UX Copy:** Own and evolve core website messaging in collaboration with the Online Marketing team, ensuring clarity, consistency, and conversion across key pages, while aligning with SEO and brand narrative goals.
- **Brand Narrative & Messaging:** Shape and maintain a consistent brand story, tone of voice, and messaging guidelines. Review and approve creative assets to ensure alignment across all touchpoints.
- **Cross-Functional Collaboration:** Partner with field marketing, product, sales, and design teams to guide content creation, provide strategic frameworks, and ensure assets meet business needs and brand standards.
- **Agency & Regional Content Coordination:** Collaborate with external agencies/ freelancers to scale content production if needed, while also partnering with internal content specialists in local markets to ensure quality, consistency, and alignment with the overall strategy.

Qualifications

- 5+ years of experience in content strategy, brand marketing, or thought leadership roles, ideally in a B2B software or SaaS environment.
- Proven ability to develop and execute content strategies that drive pipeline and business growth, along with a track record of creating compelling narratives that resonate with business decision-makers across formats and funnel stages.
- **Exceptional writing and editing skills in both German and English**, with the ability to adapt tone of voice, and develop thought leadership content.
- Skilled in content operations — from planning and project management to working with cross-functional teams, managing freelancers/agencies, and meeting deadlines at scale.
- Experienced with key content and digital marketing tools (e.g. CMS platforms, SEO and analytics tools), and comfortable integrating AI writing tools like ChatGPT or Jasper into the

content workflow.

- Strategic thinker with a hands-on mentality — able to own high-level messaging while also producing high-quality content independently.
- **C2 level in German and fluent in English**

About Paychex Europe

Attracting, retaining, and developing talent, and paying the correct salary on time are growing challenges for companies worldwide. Join us at Paychex Europe, where innovation meets opportunity, and be part of a dynamic team that values growth and excellence. Paychex Europe is a provider of market-leading innovative and intuitive HR, Payroll, and Workforce Management Solutions, with more than 50 years of experience supporting the entire employee lifecycle and about 500 employees.

At Paychex Europe, we prioritize a healthy, balanced, and inclusive work environment where employees are valued and respected. You will join a growing software company with good values and a motivating culture. We encourage a social culture and believe that it makes taking on challenges together a lot more fun. To sum it up: Plenty of learning, and exciting challenges in a great work environment.

Interested?

If you're inspired by our mission to unify, lead, and grow Paychex Europe, and you're ready to make an impact, apply today to be a vital part of our journey. We will review applications on a rolling basis and hire as soon as we find the perfect fit. If you have questions, please contact Jette Lundquist, Marketing Consultant, at jlundquist@ext.lessor.dk.

Please note that for reasons of fairness and to ensure transparency, we do not accept applications by email.