



Befimmo at a glance

For more than 30 years, Befimmo has been developing a high-quality, high-performance portfolio, consisting mainly of offices, multi-purpose buildings and coworking spaces.

Befimmo's priority for value creation is to provide stimulating, honest, hybrid and sustainable living and working spaces that respond to the main trends that, as of today, are shaping the world of tomorrow.

Sustainability criteria have become a natural extension of this strategy and drive us to innovate.

Do you have a way with words? Are you passionate about creating engaging and informative content that captivates audiences? Look no further!

To join our dynamic marketing and communication team we are seeking a talented and experienced

CONTENT SPECIALIST **(f/m/x)**

Your role & responsibilities:

As a Content Specialist within the Marketing Communications team of Befimmo, your role will be instrumental in developing and implementing our content strategy to drive brand awareness, engage our target audience, and generate leads. You will play a vital part in positioning our company as a trusted industry expert and thought leader.

With a direct report to the Head of Marcom:

- to play a pivotal role in crafting a compelling narrative for Befimmo and its assets and services, often in close collaboration with our sister companies SilverSquare and Sparks.
- to participate to the development of our content strategy, to execute it, creating captivating and informative content that resonates with our target audience.
- to write compelling stories, blog posts, social media content, and other forms of content —with the help of copywriters and translators- to establish Befimmo as a thought leader and trusted advisor in the real estate industry.
- to collaborate closely with your Marcom colleagues, and our ad, communication and PR agencies.

BEFIMMO

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- to create a cohesive and impactful content calendar, ensuring that our content supports our brand positioning and business objectives.

Your experience and training:

- Higher and/or university degree or equivalent by experience
- Up to 7 years successful experience in a similar role of content creation
- Strong understanding of content marketing strategies, SEO principles, and digital marketing best practices.

Your other skills:

- Excellent written and verbal communication skills in NL and FR, with the ability to create compelling and engaging content. Very good knowledge of English.
- Proficiency in using content management systems, CRM, analytics and SEO tools.
- Familiarity with social media platforms and experience in utilizing them for content distribution.
- Ability to work collaboratively
- Attention to detail, time management, and organizational skills.
- Strong analytical mindset and data-driven approach to decision-making.

Want to join us?

If you are passionate about content creation and ready to take on new challenges, we would love to hear from you.

Apply now with your resume, cover letter at jobs@befimmo.be.