



Hexagon's Infrastructure & Geospatial Business Area provides digital solutions that capture, measure and visualise the physical world, enabling data-driven transformation.

At Leica Geosystems, part of Hexagon, trust is at the heart of everything we do. From surveying and construction to mapping and other geospatial fields, professionals rely on our measurement technology when accuracy matters and getting it right is critical.

As **Content Marketing Specialist** for the Geomatics Division Marketing Team, you will help bring that trust to life through compelling storytelling. Working at the intersection of storytelling, technical expertise and marketing execution, you will transform complex subject matter into clear, credible and engaging content that supports global campaigns and connects with professional audiences.

This is a mid-level role for someone who can work independently, manage multiple content projects and turn technical information, customer experiences and expert insights into compelling stories.

A key part of the role is identifying and developing content opportunities within the German market and helping scale them for global use. You will build relationships with customers, subject matter experts and internal stakeholders, uncover stories with broader relevance, and create content that supports brand awareness, engagement and pipeline growth.

Content Marketing Specialist (m/f/d) - Editorial & Multimedia (Remote)

Germany  100%

This appeals to you

- Turning complex technical and geospatial topics into clear, engaging and impactful content
- Creating content across multiple formats such as articles, blog posts, web copy, videos, podcasts, webinars, and social media
- Working closely with experts, customers and internal stakeholders to uncover strong stories
- Identifying relevant customer insights and market

This is you

- 3–5 years of experience in content marketing, communications, journalism or editorial roles
- Strong writing and storytelling skills across different formats and audiences
- Experience working with technical, engineering, software or B2B topics is a strong plus
- Ability to simplify complex subject matter into clear and compelling narratives

trends, especially in the German market, and scaling them for global use

- Supporting multimedia content creation including video scripts, interviews and campaign repurposing
- Managing content workflows from briefing to publication in a structured and collaborative way
- Ensuring high editorial quality, accuracy and consistency across all content outputs
- Working in a global, fast-paced and highly technical B2B environment

- Confident in conducting interviews and extracting strong story angles from raw input
- Strong organisational skills with the ability to manage multiple projects simultaneously
- Comfortable working in international, cross-functional and remote teams
- Experience with CMS tools (e.g. WordPress or Sitecore) is a plus
- Basic understanding of SEO and content optimisation
- Fluent in English and German, both written and spoken
- Confident and engaging communicator who is comfortable presenting, interviewing others and developing a strong presence on camera
- Strong sense for visual storytelling and multimedia content, with an interest in developing video content, scripts and social-first formats

We offer you

- 30 days of annual leave, plus additional paid time off on Christmas Eve and New Year's Eve. Remote working model
- Bonus system and extra-mandatory pension fund contributions
- Individual training opportunities (internal and external)
- Various discounts (Health, Car, Entertainment and much more)
- Flat hierarchy structure
- Warm and international corporate culture based on respect and cooperation

[Here](#) you can find more information about us as an employer .

About us

Hexagon is a leading provider of digital reality solutions and employs more than 24,000 people in 50 countries. You will be part of a strong, experienced, inspiring and motivated team of experts working together to shape the future of Hexagon. You can utilise and develop your skills in our highly innovative and diverse environment. Flexible working models allow you to ideally combine your professional and private interests.

Contact

If you have any questions, please do not hesitate to contact [Romina Kwandt](#), Talent Acquisition Specialist.

APPLY NOW

Hexagons Geschäftsbereich Infrastructure & Geospatial

Job-ID: oh4lbnei

