



# Editorial Lead & CvD

(m/f/d)

Full time

Frankfurt

€70-90k+

Perks included. Loot on top!

As Editorial Lead & CvD ("Chef vom Dienst") you are responsible for our content strategy, content creation and distribution. In alignment with our upcoming brand relaunch, you will develop our editorial voice and drive impactful stories from ideation to publication together with your team of English & German writers.

Together, we will invest into high-quality content to position ourselves as thought leader.

Does this sounds exciting? We are curious to hear from you:

[careers@yatta.de](mailto:careers@yatta.de)

[careers.de/careers](https://careers.de/careers)



## Your key responsibilities

### **Brand voice & content strategy**

- Translate our brand vision, mission and offerings into compelling narratives, publications, and thoughtful content pieces for both online and offline media
- Create and execute a comprehensive content strategy across our channels that resonates with our target audience
- Design campaigns for our brand and content initiatives that help us create buzz, build a community and attract awareness
- Collaborate, commit and contribute to developing the Yatta brand – and our website

### **High-quality content & thought leadership positioning**

- Generate and collect ideas, conduct sophisticated research, and develop creative approaches to write and produce meaningful content
- Develop and follow a clear path of content direction and messaging
- Identify and create content partnerships with industry thought leaders and media partners

### **Editorial production and distribution**

- Build and maintain a content calendar that aligns with campaigns, initiatives, market topics, and current events to create a cadence of content
- Oversee the content development process to guide publications from conception through completion
- Own the distribution and promotion strategy for any content we create

### **Creative guidance and leadership**

- Build, lead and develop a team of English & German native writers
- Provide creative guidance to the team and ensure quality of content and messaging
- Help apply and maintain consistency in accordance with our brand guidelines
- Craft thought leadership pieces as well as copy hands-on with the team

It's not just your qualifications that matter, but who you are and what you want to learn and achieve in the future.

Come by and get to know us. Drinks are on us! 🙌

## Your qualifications

### Education & skills

- A completed university degree in German, American studies, communication, PR, journalism or similar
- Excellent German, both written and spoken, as well as full professional proficiency in English
- Proven track record of leading small editorial teams and providing creative guidance
- 6+ years of related experience in creating and distributing content (ideally for B2B companies, high-growth scale-ups, or in technical journalism)

### Personality and way of working

- Strong team and leadership skills without hierarchical thinking
- The willingness and drive to take on the challenge of creating stories in a highly technical and scientific environment that work and inspire
- Passion for developing and writing clear messaging to an international audience
- Interest in trends, topics and technologies from the tech, start-up, and/or software industry
- Self-motivated with an ability to effectively story-mine, generate ideas and create stories
- Willing to roll up your sleeves and dive deep to get the job done

### Some quotes that resonate with us

- "Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life forever."—Amy Poehler
- "Talent wins games, but teamwork and intelligence win championships."—Michael Jordan
- "Hard work beats talent if talent doesn't work hard."—Tim Notke
- "Great companies are built in the office, with hard work put in by a team."—Emily Chang
- "Bring your whole self to work. I don't believe we have a 'professional self' Monday through Friday and a 'real self' the rest of the time. It is all professional and it is all personal."—Sheryl Sandberg





## Shared beliefs

### Technology with heart and mind

- *Analytical thinking:* We love problems. We enjoy thinking through and dissecting them. We analyze and recognize potential while developing and exploring solutions. We take on challenges and achieve results as a team.
- *Progress through continuous development:* We strive to consistently improve and always try to find the local optimum for each situation. We are constantly looking for new opportunities, seek to avoid waste and do not shy away from a challenge.
- *Sustainability through foresight:* We think long term and do not limit ourselves to short-term results. We do not foster egotistic needs but focus on the common good.
- *Lifelong learning:* We are all students. We are all teachers. Natural curiosity and continuous development are part of our DNA. We learn as a team in and outside our Academy, in software development and beyond. We reflect together and continue to grow—as Mensch, team, and organization.

### End-user focus

- *Human-centric:* Software development is not an end in itself. We measure our work as developers by the fact that our software ultimately helps and inspires people in real life.
- *Holistic:* We know that software is more than just code. Design, communication, language, accessibility, and usability are just as important as cost-effectiveness, maintainability and utility.
- *Entrepreneurial:* Good development never stops. With lean management and agile processes, we plan, build, and maintain software throughout its lifecycle. We follow this approach to ensure the best possible user experience. For today and tomorrow.

### Teamwork and responsibility

- *Teamwork:* A good team is more than the sum of its parts. We believe in the value of intensive, personal collaboration. As directly and immediately as possible, using technology where necessary. Diversity and interdisciplinarity, exchange and synthesis enrich the result.
- *Sportsmanship:* We work as a team, supporting each other to do our best. Some days you're the strongest, some days you're not, but we always have each other's back.
- *Responsibility:* We take responsibility for our users and customers, for our team and our society, for our vision and our values.





Yatta is a tech startup and software company located in Kassel and Frankfurt (Germany). We believe that software is changing the world for the better. That's why we strive to improve software engineering. Our mission is to enable developers by providing them with state-of-the-art tooling, for now and tomorrow.

### Contact

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### Next steps

To get in touch, just drop us an email at [careers@yatta.de](mailto:careers@yatta.de).

Take heart and don't hesitate to apply even if the job description does not fit your profile! We hire people, not titles or positions. Together we'll find out if we have the right role for you to grow with the team.