

OFFEN
FÜR **MEHR** MIT
MAGENTA.



GEO Content Marketing Specialist (m/w/d) IoT

Vienna | asap | Part-time / full-time | unbefristet

We are Magenta

Magenta Telekom is a leading provider of internet, mobile communications, entertainment and business solutions in Austria. The company counts around 2,200 employees and is part of the Deutsche Telekom Group.

Your Team

Rent an e-scooter, check the weather app, track your parcels – all of these activities are powered by the Internet of Things (IoT). With our IoT portfolio, we are shaping the future of digitalization. Our mission: To succeed tomorrow and in the 5G era, we need to think beyond tomorrow—today. That's why we're looking for top talents who thrive in an innovative environment and are passionate about turning ideas into solutions. Our offer:
Join us in shaping the future of the IoT market!

- Develop content that can be discovered, understood and cited by generative AI systems such as ChatGPT, Gemini, and Claude
- Analyze large language models (LLMs), AI-generated responses, search engine results pages (SERPs) and zero-click results and derive data-driven content initiatives from these insights
- Develop a Generative Engine Optimization (GEO) strategy and optimize content for discoverability, citability, trust signals and semantic quality
- Structure content around relevant user questions, ensuring clarity, subject-matter depth and industry relevance
- View AI not merely as a tool but as a strategic marketing channel and continuously evolve this channel
- Experiment with new content distribution channels and develop an LLM-optimized channel mix for national and international target audiences
- Revise and optimize existing content based on the latest AI and search engine requirements

- Combine editorial content expertise with technical knowledge of AI, search technologies and modern content strategies
 - Contribute your own ideas for automating content workflows and leveraging AI-powered tools
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- You have a solid understanding of SEO, are interested in Generative Engine Optimization (GEO) and ideally have experience with common SEO tools?
 - You are passionate about Large Language Models (LLMs) and emerging AI technologies and you enjoy continuously expanding your expertise in GEO and AI-driven content strategies?
 - You can translate complex B2B topics—such as IoT, platforms or sensor technology—into clear, well-structured and audience-focused content?
 - You write in a clear, concise, and engaging way, with a strong sense for readability, semantic quality and content that resonates with both human readers and AI models?
 - You think in terms of customer journeys and consistently align content with target audiences and their specific use cases?
 - You confidently leverage AI tools to enhance both the productivity and quality of your content creation process?
 - You have excellent English language skills and at least a good command of German?

At Magenta, we believe in diverse employees and live equal opportunities. We welcome all applications regardless of cultural and social background, age, gender, nationality, religion, disability or sexual orientation. Magenta connects all people.



„Kunde ist König“
ist unser
Versprechen.



Wir wollen
gemeinsam
gewinnen.



Du kannst
dich auf mich
verlassen.



Wir dürfen das
und machen's
einfach.



Kein Bullshit Bingo -
wir sagen was
Sache ist.



Wir nehmen's
mit
Humor.

I ♥ Magenta

That sounds good to you?
THEN WE MIGHT BE THE RIGHT ONES FOR YOU.

We are Magenta, you too?



Anika Böhm

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This position carries a minimum gross monthly salary of €3.590,- based on full-time employment (40 hours per week). We will discuss your actual salary with you in person, taking into account your individual qualifications and professional experience. You can expect an attractive offer that exceeds the minimum stipulated by the agreement.

You want to find out more about us? Get a glimpse of our **Magenta World**.

Apply now!