



DIRECTORATE OF INDUSTRIAL LIAISON

NED University of Engineering & Technology

University Road, Karachi-75270 Pakistan

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'SAY NO TO CORRUPTION'

21-07-2026

ZULTEC

We're Hiring | **Content Strategist – B2B Marketing**



Location: Karachi

A leading Industrial Automation & Enterprise Solutions company is looking for a creative Content Strategist who can transform complex technologies into compelling stories that educate, engage, and generate business opportunities.

If you're passionate about creating impactful content that supports sales, builds brand authority, and connects with B2B audiences, we'd love to hear from you.

What You'll Be Doing



Develop content strategies aligned with business and sales objectives



Write blogs, articles, case studies, whitepapers, and customer success stories



Create engaging website content and optimize landing pages



Develop high-quality LinkedIn and social media content for B2B audiences



Design customer-specific presentations, company profiles, brochures, and solution documents



Coordinate marketing content for exhibitions, seminars, webinars, and trade shows across the GCC



Collaborate with Sales and Business Development teams to create compelling marketing collateral



Manage CRM content and support lead nurturing campaigns

What We're Looking For



3–6 years of experience in Content Marketing, Content Strategy, Digital Marketing, or B2B Marketing



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<https://www.neduet.edu.pk/DIL>

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- ✓ Exceptional writing, storytelling, and communication skills
- ✓ Experience creating content for Industrial Automation, Manufacturing, Engineering, Enterprise Technology, Software, Packaging, Supply Chain, or related B2B industries
- ✓ Understanding of SEO, LinkedIn Marketing, website content, and digital marketing best practices
- ✓ Creative mindset with the ability to simplify technical concepts into engaging business content



Apply Now: <https://forms.gle/s7u9hjjRWixkvPAA9>



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