

Content Writer

Key Responsibilities:

- ✓ Create content pieces that appeal to our audiences, attract customers and boost our brand awareness.
- ✓ Produce content marketing campaigns to drive leads and subscribers/followers.
- ✓ Utilize SEO best practices to generate traffic to our website.
- ✓ Develop different content types, including email, social media posts, blogs, and white papers on a regular basis.
- ✓ Oversee our website, promote our blog and pitch articles to third-party platforms effectively.
- ✓ Work together with different departments to create innovative content ideas.
- ✓ Compose product descriptions to promote our products and services.
- ✓ Assure all-around consistency for textual styles, pictures, fonts and tones in the content.
- ✓ Research industry-related topics by combining web sources, interviews and studies.

Requirements:

- ✓ Bachelor's degree in English, Journalism, Marketing or related field.
- ✓ Proven 1+ year work experience as a Content Writer or Copywriter.
- ✓ Experience with Content Management Systems (e.g. WordPress, Weebly, Joomla, etc).
- ✓ Excellent understanding of digital marketing strategies including SEO, email marketing and web analytics.
- ✓ Outstanding writing and editing skills in English for a B2B as well as B2C audience.
- ✓ Ability to handle tight deadlines.
- ✓ Excellent interpersonal skills.
- ✓ Strong communication skills.
- ✓ Ability to work independently.
- ✓ Confident and reliable individual.
- ✓ Outstanding interpersonal skills
- ✓ A keen eye on details.

Experience : 2+ Years

Salary range as per experience and industry standards



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