

Content Writer

We are looking to hire a dedicated Content Writer to create content for blogs, articles, product descriptions, social media, and the company website. The Content Writer's responsibilities include evaluating analytics to adjust content as needed, regularly updating the company's website, and promoting the company blog by pitching articles to various third-party platforms. You should be able to follow editorial guidelines when creating content.

Reporting to: Content Strategist

You will work on:

- Conducting in-depth research on industry-related topics in order to develop original content.
- Developing content for blogs, articles, product descriptions, social media, and the company website.
- Assisting the marketing team in developing content for advertising campaigns.
- Proofreading content for errors and inconsistencies.
- Editing and polishing existing content to improve readability.
- Conducting keyword research and using SEO best practices to increase traffic to the company website.
- Creating compelling headlines and body copy that will capture the attention of the target audience.
- Identifying customers' needs and recommending new content to address gaps in the company's current content.

You will love the role if you have:

- Bachelor's degree in Communications, Marketing, English, Journalism, or related field. Proven content writing or copywriting experience.
- 4-5 years of working experience and knowledge of content management systems.
- Proficient in all Microsoft Office and/or Pages, Keynote, Numbers applications.
- A portfolio of published articles.
- Excellent writing and editing skills.
- The ability to work in a fast-paced environment.
- The ability to handle multiple projects concurrently.
- Effective communication skills.

Location: Remote

If you wish to apply

- If you are interested in this position, share with us your latest resume that clearly lists down your technology acumen along with specific output you delivered over the years. Variety across industry and Interface types would be an advantage.
- You may also choose to send us a presentation.