

Job Overview

Our client is looking for a Lead Content Creator who will be working as a paid intern to write and publish various types of pieces for their company's web pages that includes articles, ebooks and social media posts and more

You will be producing marketing copies to advertise our products, writing blog posts about industry-related topics and promoting their content on social media. You should be having experience with digital publishing and generating traffic and leads for new businesses. Please share samples of your work (portfolio or links to published articles) along with your application.

Ultimately, you will help them reach their target audience by delivering both useful and appealing online information about our company and products.

The deadline for application is 24th april, so the qualified candidates should submit their applications before then.

Responsibilities

- Research industry-related topics
- Prepare well-structured drafts using digital publishing platforms
- Create and distribute marketing copy to advertise our company and products
- Interview industry professionals and incorporate their views in blog posts
- Edit and proofread written pieces before publication
- Conduct keyword research and use SEO guidelines to optimize content
- Promote content on social networks and monitor engagement (e.g. comments and shares)
- Identify customers' needs and recommend new topics
- Coordinate with marketing and design teams to illustrate articles
- Measure web traffic to content (e.g. conversion and bounce rates)
- Update our websites as needed

Requirements and skills

- Proven work experience as a Content Creator, copywriter or similar role
- Portfolio of published articles
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Excellent writing and editing skills in English
- An ability to fact-check long-form content pieces
- Time-management skills

- Familiarity with SEO
- BSc in Marketing, Communication, Journalism or relevant field