

JOB DESCRIPTION

Job Title: Content Writer

Department: Operations and Communications Team

Reporting to: Digital Operations Manager/ Business Head

Purpose of the Job: Developing unique content for client websites, company web properties and newsletter, articles as well as blogs including technical writing. The copy writer will also edit and revise existing content based on client's keywords. Candidate will also perform other related duties incidental to the work described herein. This is an exciting position that will allow you to expand your knowledge in the areas of Internet marketing and Search Engine Optimization. We are looking for a quick learner that can multitask and perform projects under tight deadlines. You need to be able to work under little supervision and be a team player.

KEY DUTIES AND RESPONSIBILITIES:

- Write articles for various client`s websites.
- Copy-editing and proof reading articles and other web content.
- Developing new ideas for web content.
- Assuring web content is user-friendly and key-worded for SEO benefit.
- Generate content for various social media platforms such as Facebook/Twitter/LinkedIn
- Moderating user-generated content such as message Facebook pages/posts/twitter replies.
- Working along with SEO for writing blogs for various clients.

QUALIFICATIONS:

- A graduate or a post-graduate (preferred majors are business, marketing, English Honours or related majors)
- Minimum 2 years of experience in creating or sourcing content for websites/magazines/blogs (any URLs provided will be beneficial).
- Familiarity with internet marketing, Search Engine Optimization (SEO) or web development is a plus.
- Ability to write engaging online content.
- Brilliant communication skills and excellent English, especially written.
- Basic knowledge of and at least some understanding of the content management systems(CMS).