



Content Writer

- **Vacancy for:** 1
- **Posted on:** May 20, 2018
- **Deadline:** May 30, 2018, 11:55 p.m.

Basic Job Information

Job Category	: Journalism / Editor / Media
Job Level	: Mid Level
Employment Type	: Full Time
Job Location	: Kathmandu
Offered Salary	: NRs. 20,000 - 30,000 Monthly

Job Specification

Education Level : Under Graduate (Bachelor)
Experience Required : Not Required

Other Specification

- Experience in Advertising and marketing etc
 - Experience with HTML, CSS, photoshop and working with content management systems (CMS) | competitors analysis | Fundamentals of Search Engine Optimization
 - Excellent in written/speaking English
 - Good interpersonal & presentation skills
 - Should be young, energetic & good team player
-

Job Description

- Writing commercial contents for various web platform such as Websites, Social Medias Posts etc.
- Ability to conduct research independently on assigned topics
- Ability to explore online and find helpful topics to elaborate with analyzing factor
- An understanding of niche content and content marketing – or at least willing to grasp and incorporate this into the writing
- Contributes to updates the company's and clients blog & social media space
- Helps develop & documents procedures to manage web profiles including company's legal documents
- Helps plan and implement social marketing campaigns for specific marketing goals
- Keeps up-to-date with best practices in writing for the web, social media trends, web usability, web design, and business/industry trends
- Coordinate content creation & publishing of company newsletters (internal or external)
- Prepare internal and external communications including announcements, press releases, quarterly corporate reports, presentations, technical documentation, sales support, etc as needed
- Collaborate with internal teams to define and develop creative vision and strategy
- Receive client feedback, evaluate and recommend refinements and help resolve issues
- Deep research and understanding of current and future digital trends across all platforms

Editorial Strategy

- Voice / Style / Brand Guidelines
- Idea / Concept Development
- Development of Themes / Messages / Topics
- **Establish Workflow:** People, Ownership, Roles, Processes
- **Content Plan:** What, When, How (Short/Long Term) Strong writing, editing, and proofreading skills

Content Management

- Information Architecture & Management
- Content Management Tools and Practices
- Analytics Configuration

- Experience in creating effective social media campaigns & calendar
-

Applying Procedure

Apply Link : <https://merojob.com/content-writer-136/>

Generated By

