



Online Content Writer

- **Vacancy for:** 1
- **Posted on:** Oct. 2, 2018
- **Deadline:** Nov. 1, 2018, 11:55 p.m.

Basic Job Information

Job Category	: Journalism / Editor / Media > Feature writer/ Resident Writer, Freelance Journalist, Journalism
Job Level	: Mid Level
Employment Type	: Full Time
Job Location	: Jawalakhel, Patan, Central Development Region, Nepal
Offered Salary	: Negotiable

Job Specification

Education Level : Under Graduate (Bachelor)

Experience Required : Not Required

Other Specification

Must-have's (please address each essential criteria in your CV):

- A portfolio of published work (not personal blog posts).
 - At least 2 years' experience writing for consumer-facing publications or websites.
 - Perfect English and an ability to write in different styles and tones.
 - Great research and interviewing skills and the ability to learn quickly.
 - Well-organized and an ability to manage time well.
 - Ability to think critically.
 - Basic computer skills specifically Microsoft Word and Excel.
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Job Description

- Support the MarTech Team in generating a higher number of better quality inquiries via our website
 - Support the MarTech Team in generating more organic traffic to the website
 - Support the MarTech Team in maintaining and exceeding MarTech Team KPIs (e.g. organic traffic and leads)
 - Your workload will mostly consist of the maintenance of our web pages landing pages, ad copy, blog posts, guest post, press releases, infographics, inquiry forms, our social media sites etc
 - Work with all managers to continuously improve the business
 - Upload testimonials provided by clients
 - Continuously improve on all skills, industry knowledge and copywriting process
 - MarTech tasks you will be involved with either from a consultative/feedback or hands-on perspective, you will also be responsible for reporting back on the results (where applicable) to your manager to determine whether the copy was effective
 - Maintain, update and add to the existing content on our website and landing pages, as well as writing original web pages, landing pages, ad copy, and blog posts.
 - Research and interview experts and industry professionals in order to produce high-quality content.
 - Pitch= original topic ideas that match our audience, industry and specifically targeted niches.
 - Ensure compliance with and current knowledge of legislation, market trends and analysis, and key industry drivers
 - Undertake other ad hoc duties as may be required from time to time
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Applying Procedure

Send us your CV and cover letter to recruitment@homeloanexperts.com.au with the subject “**Career: Online Content Writer**”.

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