WE ARE LOOKING FOR A **COPYWRITER**

KEY ROLE

The Copywriter is responsible for creating compelling blog posts, white papers, product descriptions, social media content and web copy. You will help us expand our digital footprint and drive more value through online content. One must have a proven track record of producing pieces that increase engagement and drive leads.

RESPONSIBILITIES

- Write and develop a range of content in multiple formats to enhance the company's presence and positioning in the market. This includes marketing brochures, emails, infographics, event collaterals, editorial articles and social media posts.
- Understand target audiences across different groups to translate copy and design into compelling and relevant creatives.
- Use SEO best practices to generate traffic to our site.
- Edit content produced by other members of the team.
- Analyze content marketing metrics and make changes as needed.
- Collaborate with other departments to create innovative content ideas.
- Produce one weekly blog post for the company's marketing website; while enabling thought leadership across all our content.

QUALIFICATIONS

- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics.
- Excellent writing skills, as well as the ability to communicate and collaborate effectively.
- Bachelor's degree in English, Journalism or a related field is a plus.
- The ability to consistently meet tight deadlines.
- Experience in writing for an audience is a plus.
- Experience using WordPress and all other related platforms preferred.
- Passion for technology, hardware/software products, digital products, and constantly learning at a fast pace.
- Amenable to work at night and extended hours.

SYSTEM REQUIREMENTS

- Computer Processor: at least i3 (for both primary and back-up computers)
- Computer Memory/RAM: at least 8.00 GB (for both primary and back-up computers)
- Computer Operating System: at least Windows 7 64-bit

Internet Speed
- Primary Connection: running on a 10 Mbps wired plan (above 10mbps preferred)
- Back-up Connection: running at least 10 Mbps

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