

### SOW for Copy & Content Writer

- Researching industry-related topics (combining online sources, interviews and studies)
- Writing clear marketing copy to promote our products/services
- Preparing well-structured drafts using Content Management Systems
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, guides, blogs, employee branding and marketing copy
- generating ideas for new content types and proofreading articles before publication on our owned platforms/ SM channels
- Coordinate with marketing, PR and design teams to illustrate articles and proof-read
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results

### Qualifications –

- BSc in Marketing, English, Journalism or related field
- 3+ years of relevant experience
- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics
- Added benefit of having finance industry work ex

### Skills -

- Proven work experience as a Content Writer, Copywriter or similar role
- Portfolio of published articles
- Experience doing research using multiple sources
- Familiarity with web publications
- Excellent writing and editing skills in English
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Ability to meet deadlines
- Ability to work independently with little or no daily supervision
- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management
- Ability to work on multiple projects with different objectives simultaneously
- Strict adherence to the style guides of each company and their policies for publication