

United Arab Emirates Jobs Expertini®

Content Associate

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Company: Datahash

Location: , , United Arab Emirates

Category: other-general

Job Description: Roles and Responsibilities:

- 1. Content Creation:** Develop high-quality written content for external-facing assets, including pitch decks, collateral, case studies, emailers, and the website. Ensure that content is compelling, engaging, and aligned with Datahash's brand identity and messaging.
- 2. Content Planning and Strategy:** Assist in the development of content plans and strategies to support inbound demand generation and thought leadership objectives. Collaborate with cross-functional teams to identify content needs and opportunities.
- 3. Content Optimization:** Optimize content for search engines and user engagement to maximize visibility and effectiveness. Monitor and analyze the performance of content to track key performance indicators and identify areas for improvement.
- 4. Cross-Functional Collaboration:** Collaborate with cross-functional teams, including Marketing, Product, and Partnerships, to ensure alignment and support for content initiatives. Communicate effectively with internal stakeholders to coordinate efforts and drive results.

Success Criteria: Contribution to the achievement of key performance indicators and targets outlined in the content strategy. Development of high-quality content that supports inbound demand generation and thought leadership objectives. Positive feedback from internal and external stakeholders regarding the quality and effectiveness of content.

Requirements: Should have 1-3 years of working experience. Previous experience in content creation, copywriting, or related roles, preferably in a technology or SaaS environment. Excellent writing and editing skills, with the ability to craft compelling and engaging content. Bachelor's degree in Marketing, Communications, English, or related field. Strong attention to detail and ability to adhere to brand guidelines and messaging.

1. Work From Anywhere: Your office can be

anywhere you like. Seriously, anywhere. 2. Your Hours, Your Call: Work early bird hours or burn the midnight oil. It's all good. 3. Get in on the Action: ESOP? Yeah, you get a piece of the pie too. 4. Health is Wealth: We've got you and your family covered, health-wise. 5. Cool Vibes Only: Our work culture is as awesome as your favorite hangout spot. 6. Epic Offsite: Once a year, we go all out. Think fun, sun, and maybe a cocktail or two. 7. Coworking Access: Need a change from your home office? We've got spots.

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