

Content Manager Jobs In Dubai | Lean Technologies

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Company: Lean Technologies

Location: dubai

Category: other-general

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Description:

Some of Lean's clients include the likes of Binance, Etisalat Group, Careem, Sarwa, and many more, making it the region's most valuable Open Banking platform. The company has now processed hundreds of millions of dollars, and its products are also connected with hundreds of thousands of accounts. Lean envisions a fully inclusive financial ecosystem that serves everyone, no matter where they bank or live in the MENAP region.

Responsibilities:

Develop and execute the content strategy for the company, including defining the tone of voice and creating a best practices handbook

Write and edit content across multiple channels, including blog posts, social media posts, white papers, case studies, and website copy

Develop long-form publication pieces that will establish Lean as a thought leader in the market

Develop impactful storylines for sales and customer success collateral to improve our sales funnel conversions and revenue growth

Requirements:

Experience with social media management and community building

Strong storytelling skills and ability to write copy that connects with the target audience

Experience with SEO best practices and keyword research

Excellent communication and collaboration skills

Strong project management skills and the ability to prioritize multiple projects and meet deadlines

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