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Content Specialist Jobs In Dubai UAE 2023 | Easygenerator

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Description:

A Content Writer is a professional who writes informative and engaging articles to help brands showcase their products. They write on a range of subjects and are responsible for creating the best possible written or visual content, from blog posts to press releases/.

Responsibilities:

Research industry-related topics (combining online sources, interviews and studies)

Write clear marketing copy to promote our products/services

Prepare well-structured drafts using Content Management Systems

Proofread and edit blog posts before publication

Submit work to editors for input and approval

Coordinate with marketing and design teams to illustrate articles

Conduct simple keyword research and use SEO guidelines to increase web traffic

Promote content on social media

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

Requirements:

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

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