

## Senior Content Editor Jobs at Expo City Dubai

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Company: Expo City

Location: dubai

Category: other-general

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### Job Description

The Senior Content Editor will be responsible for creating engaging, compelling, and high-quality copy in both English and Arabic to support a company's marketing efforts and enhance its online presence. This role involves writing copy for a variety of materials, including websites, email campaigns, social media posts, promotional materials, and other marketing campaigns.

### Job Responsibilities

**Developing and executing copywriting strategies:** The Senior Content Editor will work with the marketing team to develop and execute copywriting strategies that align with the overall marketing plan and support the company's goals and objectives.

**Creating high-quality, engaging copy:** Senior Content Editor will create high-quality, engaging, and well-researched copy in both English and Arabic for a variety of materials, including websites, email campaigns, social media posts, promotional materials, and other marketing campaigns.

**Ensuring brand consistency:** Senior Content Editor will ensure that all copy aligns with the

company's brand guidelines and messaging, and that the tone and voice of the copy are consistent across all materials.

Optimizing copy for search engines: The Senior Content

Editor will optimize all copy for search engines, using keywords, meta descriptions, and other tactics to increase visibility and drive traffic to the website.

### Job Requirements

Education: A bachelor's degree in marketing, communications, journalism, or a related field is

preferred, although relevant work experience may be substituted for education.

Copywriting experience: The Senior Content Editor should have several years of experience writing copy for websites, email campaigns, social media posts, promotional materials, and other marketing campaigns.

Proficiency in English and Arabic: The Senior Content Editor must have excellent writing skills in both English and Arabic, with a strong understanding of the nuances of each language and the ability to write copy that is culturally appropriate for the target audience.

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