

## Content Specialist

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Company: CureMD Corporation

Location: Lahore

Category: other-general

CureMD excels in providing advanced tools and technologies that empower healthcare professionals to make informed decisions about patient care. Our state-of-the-art solutions harness the power of data analytics, artificial intelligence, and machine learning to analyze patient information, decipher patterns, and render actionable insights. These advanced technologies equip physicians with profound insights into each patient's health, enabling them to formulate precise diagnoses, implement highly effective treatment strategies, and deliver top quality care with ease.

### Job Overview:

The Content Specialist is a critical role in our organization's marketing team, responsible for creating and managing compelling and high-quality content that supports our brand, engages our target audience, and drives our marketing objectives. This role combines creative storytelling, writing expertise, and a deep understanding of digital marketing strategies to effectively communicate our message through various content formats.

**Content Strategy:** Develop and execute a comprehensive content strategy that aligns with our marketing objectives, brand voice, and target audience. Collaborate with the marketing team to ensure content supports overall marketing goals.

**Content Creation:** Produce a wide range of content, including blog posts, articles, social media content, email marketing campaigns, website content, and more. Craft engaging, relevant, and accurate content that resonates with the audience.

**SEO Integration:** Optimize content for search engines by conducting keyword research and integrating target keywords effectively. Ensure on-page SEO best practices are followed.

**Content Calendar:** Manage and maintain a content calendar, planning and scheduling content to align with marketing campaigns, product launches, and industry events.

**Visual Content:** Collaborate with the design team to create or source visually appealing content, such as images, infographics, and videos to enhance the impact of written content.

**Content Editing and Proofreading:** Review and edit content for accuracy, grammar, style, and consistency. Ensure all content meets quality and branding standards.

**Audience Research:** Conduct audience research to understand the needs, preferences, and pain points of the target audience. Use insights to create more relevant and engaging content.

**Content Distribution:** Develop strategies for content distribution and promotion through various channels, including social media, email marketing, and content syndication.

**Engagement Monitoring:** Monitor and analyze content engagement metrics, such as website traffic, social media shares, and comments, to assess the effectiveness of content and make data-driven improvements.

**Content Management:** Use content management systems (CMS) to publish and maintain content on the website, ensuring a user-friendly experience.

**Conversion Rate Optimization (CRO):** Collaborate with the UX and SEO teams to improve the website's user experience and conversion rates for content-driven traffic.

**Brand Consistency:** Ensure that all content aligns with the organization's brand guidelines and maintains a consistent brand voice.

**Trend and Industry Knowledge:** Stay updated on industry trends, content marketing best practices, and emerging digital marketing opportunities. Apply this knowledge to enhance content strategies.

**Required Qualifications:**

Bachelor's degree in English, Marketing, Journalism, Communications, or a related field.

Relevant certifications in content marketing are a plus.

A minimum of 3-5 years of experience in content creation and management, with a strong portfolio demonstrating proficiency in writing and content strategy.

Exceptional writing and editing skills with the ability to create content that is engaging, informative, and well-structured.

Proficiency in SEO best practices, keyword research, and on-page optimization.

Familiarity with content management systems (e.g., WordPress) and experience in publishing and managing content.

Understanding of digital marketing principles and how content fits into broader marketing strategies.

Proficiency in using analytics tools to track and analyze content performance.

Ability to understand and connect with the target audience, creating content that addresses their needs and interests.

Strong project management skills, including the ability to manage multiple content projects simultaneously.

Innovative thinking and the ability to generate fresh, compelling content ideas.

Flexibility to adapt to changing content trends, platforms, and audience behaviors.

Compensation and Benefits:

Competitive base salary and yearly bonus.

Provident Fund company match up to 8% of the base salary.

Company-sponsored trainings, workshops, education, and development programs.

Collaborative yet fun-loving atmosphere: space that fosters employee wellbeing.

Commuter support, supportive workspaces, gym facility, and daycare.

About UsCureMD is revolutionizing the healthcare industry by providing innovative health information systems and services to organizations of all sizes.

Our award-winning solutions simplify decision-making, streamline operations, and ensure compliance with industry standards and best practices, saving time and effort while maximizing returns.

Our vision is to offer adaptable, accessible, and affordable technology to every provider, paving the way for a healthier tomorrow.

At CureMD, we believe in empowering teams to save lives with technological advancements, and we foster a culture that welcomes, develops, and promotes all employees to achieve our mutual goals.

Coming together to support adaptable, accessible & affordable healthcare for all!

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