

## Content Specialist

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Company: Weblogical

Location: Lahore

Category: other-general

Create content strategies, research trending topics, and write content. Work closely with other members of team, such as writers, designers, and managers.

Should have great writing skills and a strong ability to market their work (USA Marketplace Recommended)

Content Team Management, develop content ideas, coordinate with other content writers and manage their tasks. Manage freelancers and office based content team.

### Content Specialist Skills and Qualifications

Content specialist have an eye for detail. Should be adept and finding content that appeals to consumers, and produce accurate, high-quality work.

Should have a bachelor's degree in English, communications, marketing, or a related field.

The following skills and qualifications are necessary for the job:

Computer literacy – understanding the landscape of online communications from working in Microsoft Word to using content management systems.

Writing proficiency – to write and edit with speed and accuracy, displaying a strong knowledge of English grammar and the ability to create clear, engaging, and informative text

Organizational skills – organized and efficient, should maintain calendars and juggle deadlines, keeping track of content throughout the editorial process and ensuring that work is submitted on time

Marketing knowledge – understand how to market content; familiar with industry trends, use the appropriate strategies to draw in consumers

Design and layout skills – sourcing and editing photos as necessary and ensuring that they are properly laid out, should have an eye for presenting visual material

### Content Specialist Duties and Responsibilities

#### Conduct Research

When creating content, conduct research to enhance content.

This may also include identifying relevant topics, fact-checking, and analyzing sources to generate information.

#### Write and Edit Content

Maintain an appropriate tone in writing, adhering to client's style guide.

When editing, check for errors in grammar, punctuation, and style.

#### Create Content Strategies

Identify the aims of company, seeking to create content that is in line with client's goals.

Target content to specific audiences and look for content that is in demand. This may involve conducting market research or employing SEO strategies.

#### Maintain Editorial Calendars

Adhere to strict deadlines, ensuring that quotas are met. Maintain the editorial calendar by scheduling due dates and tracking content through the editorial process.

#### Coordinate with Writers and Designers

Working with writers and designers, ensure that their work meets company standards.

Regularly communicate with writers and designers to develop content and ensure that deadlines are met.

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