

Content Writer / Digital Content Specialist

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Company: Jouple

Location: Lahore

Category: other-general

Content Writer / Digital Content Specialist

Jouple, PakistanDevelop company's strategy to reach and attain new clients/customers, stir discussion, and drive traffic to company website and social media platforms. Responsible for writing and publishing Web content; maintaining and updating Web pages/blogs; monitoring and responding to user-contributed website content; and participating in social media efforts for the company. Job Specification Writes and posts content online; maintains company Web pages and blog(s)

Contributes to/updates the company's social sites like Facebook and Twitter

Works with developers/IT staff to assess any technical challenges (technical troubleshooting) in displaying the content. Helps develop & document procedures to manage Web content

Moderates content as it is contributed to the website by external sources

Helps plan and implement social marketing campaigns for specific marketing goals

Monitors social media outlets and responds on topics related to company/industry

Keeps up-to-date with best practices in writing for the web, social media trends, web usability, web design, and business/industry trends

Coordinate content creation & publishing of company newsletters (internal or external)#J-

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