

Creative Content Specialist / Content Quality Assurance

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Company: tabONtech

Location: Islamabad

Category: other-general

Creative Content Specialist / Content Quality Assurance

tabONtech, PakistanTAB ON TECH (PVT) LTD is looking for an experienced Content specialist to maintain the Content quality standards according to the Specified Rules and Policies.

Content Specialist must be energetic and well driven Social Media Specialist, knowledgeable according to new trends in social media, Knows very well about the captions and Content Policies for social media channels, Must be Creative and capable to To Make Plans and help Project Manager in Execution of all digital Marketing Content Processing.

Major Job Responsibilities are

Identify trends and insights and optimize spend and performance based on the insights.

Brainstorm new and creative growth strategies

verify all graphics and text content Provided by team and do the quality assurance as per the criteria and required specifications.

Must be keen to learn more and implement new strategies at their own.

Help team in research for new ideas creativity, ads copy, video captions, product description, image ideas and video concepts

verify the video content provided by team and approve the captions make sure there is no error and everything is well designed and written.

Final approval before delivering anything from team to Project manager for further processing.

Must meet the deadlines.

Must be Creative

Collaborate with internal teams and provide them new ideas in designing.

Instrument conversion points and optimize user funnels

Stay up to date with the latest social media best practices and technologies

Use social media marketing tools.

Must have Good English and communication skills. Job Specification At least 4-5 years of experience at some creative Job in any organization.

Must be well Knowledge of Facebook, Instagram and other social media best practices

Experience with doing audience and buyer persona research

Critical thinker and problem solving skills

Ability to manager brand social media content and editorial calendars across social media channels

Passion for social media PR and digital marketing

Self starter who is confident pitch fresh ideas thinking creatively and identifying and solving problems

Information Technology and Services - Islamabad, Pakistan

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