

Senior Content Writer

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Company: AT Technology Services Ltd

Location: , Islamabad Capital Territory, Pakistan

Category: other-general

Do you enjoy creating engaging content and copy for messaging frameworks, white papers, websites, blogs, videos and more? We are looking for a talented Marketing Copywriter to join AT Technology. If you're an experienced, creative, energetic, team player with excellent writing, editing, researching, and communications skills who can convey our value proposition through human, engaging, persuasive marketing content, this role is for you! What You'll Be Doing: Collaborate closely with content marketing and PR to develop and drive integrated marketing campaigns. Craft content and copy for research and whitepapers, product collateral, social media, website, advertisements, presentations, case studies, landing pages, video, and other marketing collateral. Support and extend established corporate and brand voice across multiple mediums. Stay on top of industry news and developments, including competitive monitoring. Researching into competitors and preparing our unique value proposition copies. Job Specification Required Skills: At least 4 years of B2B marketing communications and writing experience, ideally for a SaaS, Newspaper / Magazine or ad tech platform OR experience in running your own blog. B.A. in English, Marketing, or a related field. Exceptional business writing skills, with the ability to visualize as well as convey a message into relevant and interesting content. Creativity and passion for creating responsive, original and interesting content, coupled with attention to detail and high-quality standards. Understanding of and involvement in social media channels. The clear understanding of digital security and have a grasp on the technical side as well. Tell us why you would like to join our team in a compelling and creative way and we'll listen. Promise. When applying, we'd like to see a portfolio of previously written blogs, industry white

papers, and case studies.

#J-18808-Ljbffr

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