

## Senior Content Writer

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Company: Reach First Communications

Location: , Islamabad Capital Territory, Pakistan

Category: other-general

Senior Content Writer Reach First Communications, Pakistan Content Writing is an important role at Reach First which involves creating various types of online content for US and Canadian businesses in the forms of Blog Posts, Articles, Press Releases, Web Copy, Social Media Content and much more. Our ideal candidate is a person who has a flair for writing, is creative, has the ability to develop a clear sense of the market and customers he/she writes for and is well-versed with social media management. As a Sr Content Writer, it is your job to attract and engage internal and external stakeholders using appealing content strategy. Use your strategic and creative skills to refine, enhance, and drive brand awareness, and promote our clients. Details of your job are: Develop content strategies for digital marketing channels, and content marketing and distribution platforms for all clients. Write all types of digital marketing content, including - Web content, Blogs, Articles, News releases, Presentations, Content plans, Advertisement copy, and other promotional content. Work with the SEO department to review consumer analytics to determine the best way to engage users, increase customer loyalty, and generate leads. Oversee Jr Writers and make sure they are working up to their potential. Review their work and provide feedback consistently. Use your understanding of SEO, keyword research, and usability best practices to deliver targeted content. Work with other departments to ensure that the content department is aligned with the complete digital marketing strategy. Learn new techniques and trends in the content marketing world and implement them for our clients. Job Specification Copy Writing Content Planning Content Writing Research Originality Knowledge search engine optimization (SEO) Computer Software - Rawalpindi, Pakistan

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