

Content Writer - Abuja, Nigeria

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Company: DentistFind

Location: Abuja

Category: arts-design-entertainment-sports-and-media

Company Overview:

DentistFind is an innovative dental marketing platform and service dedicated to helping dental practices grow consistently and effortlessly. Combining cutting-edge technology with personalized consultation, DentistFind equips dental professionals with the tools and guidance necessary to achieve their goals. Our intuitive app provides real-time notifications, actionable reports, and performance reviews, while expert consultants offer training and support tailored to each practice's unique needs. DentistFind's focus on ease of use and collaboration ensures that dental practices can concentrate on providing excellent patient care while enjoying steady growth.

Job Overview:

A **Content Writer** writes articles, blogs, product descriptions, social media posts, and content for the Company's and our Clients' websites. The Content Writer's responsibilities include analyzing analytics to make necessary content changes, updating the Company's and Clients' website on a regular basis, and promoting the company blog by pitching articles to various third-party platforms. When creating content, s/he should also be able to follow editorial guidelines.

A top-performing **Content Writer** should stay current on the latest SEO techniques to be a successful content writer. Finally, s/he should be able to help develop strategies that will increase reader engagement.

Key Responsibilities:

Mainly write at least five (5) 1000-word dental articles and at least ten (10) GMB content per week.

Develop related content for multiple platforms, such as websites, social media, email marketing, product descriptions, videos, etc.

Optimize and publish on-page blogs to WordPress.

Incorporate SEO principles in content writing and publishing.

Adhere to the company's content writing guidelines, which include the RCDSO regulations.

Update the KPI and content monitoring sheets and project management task cards.

Coordinate with other departments for content writing tasks and audits.

Attend a once-a-week team meeting for KPI updates and brainstorming.

Required Skills and Qualifications

At least 2 years of SEO writing and basic copywriting experience

Open for a long-term writing job opportunity

Can write content free from article spinning and plagiarism

Has a strong grasp of SEO content writing and copywriting

With extensive research skills

Has strong attention to detail and is a critical thinker

Open and receptive to feedback and eager to learn

Shows integrity

Can deliver high-quality output even when under pressure

Can multitask and possess excellent time management skills

Can work well with a dynamic team of professionals

Can quickly adapt to company culture and adhere to company policies

Experience in writing and publishing content for a website is a plus

Experience in writing copies, especially e-mail copies, is an advantage

Has social media management and graphic design basic skills

Additional information

Set-up: Full-time, Remote

Schedule: Monday - Friday, for 7.5 Flexible working hours between 6am-6pm Eastern

Standard Time Zone (EST)

Salary Range: \$300-\$400 USD (subject for review based on experience)

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