

Content Writer (FMCG)- Lagos

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Company: eRecruiter Nigeria

Location: Lagos

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

Our client is a renowned food and drink manufacturing company. They are currently looking to hire a Content Writer in Lagos.

Job Responsibilities: •Generate content for use on the company's social media pages and website.

- Write engaging content for blogs, case studies, video scripts, infographics, and other assets.
- Ensure that all media communications and marketing materials aligns with brand standards.
- Work closely with creative team to create style guides to ensure alignment and consistency in messaging, branding, and style.
- Identify gaps in company/brands content and stay up to date with trends to support content development and issue monthly reports.
- Ensure adequate media (conventional and social) coverage for all activities, functions and press releases/press statements.

Qualification/Requirements:

- First Degree or equivalent in Marketing, Mass Communication, Public Relations, Journalism or related disciplines.
- Minimum of 3 years' job and industry-relevant experience in content creation and engagement.
- Professional certifications, such as Institute of Mass Communication and Information Management of Nigeria (IMIM), etc. is an added advantage.
- Experience in FMCG industry is an added advantage.

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