

Content Writer – Rise Networks

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Company: Jobspaddy

Location: Ikeja

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

Responsibilities

Create articles, blog posts, newsletters, and social media content that is relevant to our company's specific industry niche.

Identify consumer preferences and needs, and prepare well-structured drafts that address the same.

Create SEO-optimized articles, blog posts, and social media content, that drives traffic and improves company/product ranking on search engines.

Ability to make clear, concise marketing copies to promote the company's products and services.

Research industry-specific trends and keywords, and ensure that all written content aligns with the same.

Coordinate with the digital marketing teams to create visuals that rightly illustrate articles.

Write technical content in a simplified manner, and in such a way that is easy to understand by almost anyone.

Requirements

A Bachelor's Degree from a recognized University

The Ideal candidate should have verifiable experience in writing clear, concise marketing

copies.

Knowledgeable about the use of writing tools and software like Grammarly, SEMRush, Hemmingway, RankMath SEO, etcetera

Knowledgeable about the use of content management systems e.g WordPress, and Joomla

Top research skills, and knowledge of SEO best practices.

Note: Only qualified candidates will be contacted.

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