

Job Description

Title: Content Marketing Executive (EN)
Reporting: Head of Marketing
Department: Marketing

Purpose of this Function:

We are looking for a talented content marketing executive to join our Global Content team and enrich our website with new (original or repurposed) articles and blog posts. You'll be tasked with conducting research on industry-related topics, generating ideas for new content and proofreading articles before publication. You will be required to manage our list of mini sites and to ensure regular content.

Pieces that are produced or curated for the website should resonate with and engage our target readers in terms of content, style and tone. Ultimately, you'll deliver quality writing that is valuable, relevant and consistent to appeal to our English-speaking audience, attract more readers, and boost awareness of the site as a source of great content focused on forex, trading, finance and wealth creation.

Job Responsibilities.

- Research industry-related topics (combining online sources, interviews and studies).
- Publish at least 3 original or repurposed content daily (minimum of 300 words); content to be interesting and informative.
- Build a content calendar – identify specific topics or themes that will drive content creation and curation for the week/month/quarter.
- Identify customers' needs and gaps in our content and recommend new topics.
- Prepare well-structured drafts using given SEO guidelines to increase web traffic.
- Proofread and edit content (including those from contributors) before publication.
- Submit work to editors for input and approval.
- Maintain consistent writing style, tone, fonts and design.
- Helping out in content distribution on social media channels.

Requirements

- Work experience as a content writer or similar role.
- Experience doing research using multiple sources.
- Familiarity with content management systems (e.g. WordPress).
- Good writing and editing skills in English.
- Ability to meet deadlines.

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