



Job Title: Junior Copywriter

Job Overview:

We are seeking a talented Junior Copywriter to join our team. The ideal candidate will create compelling social media post headlines, descriptions, and engaging content. Additionally, you will develop persuasive content for landing pages optimized for conversion rates.

Key Responsibilities:

Content Creation:

- Write clear, concise, and engaging copy for Google Ads and social media platforms (Facebook and Instagram).
- Develop effective landing page content that drives conversions and meets client objectives.

Collaboration:

- Work closely with designers, developers, and team members to create content marketing materials.
- Participate in content planning and brainstorming sessions to generate new ideas.

Editing and Proofreading:

- Edit and proofread copy to ensure accuracy, clarity, and consistency.
- Ensure all content aligns with brand guidelines and client requirements.

Optimization:

- Incorporate best practices and keyword optimization in all copy.
- Stay updated with industry trends and adjust content strategies as needed.

Required Skills and Experience:

- 1 to 2 years of experience in copywriting.
- Strong research skills and the ability to write reader-friendly, conversion-focused content.
- Knowledge of online content strategy and creation, emphasizing keyword optimization and current trends.
- Excellent time-management and organizational skills, capable of managing multiple projects and meeting deadlines.
- Exceptional communication skills and keen attention to detail.
- BSc/BA in English, Media Communication & Journalism, or a related field preferred.



Job Title: Digital Marketing Specialist

Are you passionate about digital marketing? Are you a strategic thinker who excels in creating compelling campaigns and driving brand growth online? If you thrive on data-driven insights and enjoy working in a dynamic environment, the role of Digital Marketing Specialist is an ideal fit for you!

Responsibilities:

- Develop and execute a comprehensive digital marketing strategy to achieve company objectives such as brand awareness, lead generation, and increased website traffic.
- Manage and oversee various digital marketing channels including SEO, SEM, social media, email marketing, and content marketing.
- Conduct market research and competitor analysis to identify target audiences and inform marketing strategies.
- Create and manage high-performing content across digital platforms including blogs, social media posts, email campaigns, and website copy.
- Analyze campaign performance using data analytics tools and optimize strategies for improved results.
- Manage and optimize digital advertising campaigns including PPC and social media advertising.
- Stay updated on the latest digital marketing trends, tools, and technologies.
- Collaborate with cross-functional teams (sales, design, content development) to align marketing efforts with business goals.
- Lead and manage a team of digital marketing specialists (team size may vary depending on company size).
- Prepare and manage digital marketing budgets effectively.

Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field (or equivalent experience).
- 4-5 years of proven experience in digital marketing or a similar leadership role.
- Demonstrated success in developing and executing effective digital marketing campaigns.
- Strong understanding of digital marketing principles and best practices including SEO, SEM, social media marketing, email marketing, and content marketing.
- Experience with content management systems (CMS) and marketing automation platforms is a plus.
- Excellent analytical skills with the ability to interpret marketing data and translate it into actionable insights.
- Strong communication, interpersonal, and leadership skills.
- Ability to manage multiple projects simultaneously and meet deadlines effectively