

CONTENT WRITING

JOB TITLE: Associate Content Writer

EXPERIENCE: 2-3 Years

Department/Group: Spanish

Location: On Site Noida

ROLE AND RESPONSIBILITIES

- Research, study and analyse industry related topics. Create high-quality and error-free content in Spanish to drive leads and subscribers. Use SEO best practices to generate traffic to our site.
- Regularly produce various content types, including report descriptions, blogs, press releases and emails.
- Design and manage an editorial calendar. Track and hit deadlines.
- Edit content produced by other members of the team.
- Undertake primary research (make calls in Spanish countries) as and when required for various projects.
- Work collaboratively with the content and SEO team to establish and refine content that best supports our work.
- Analyse content marketing metrics and makes changes as needed.

LOOKING FOR SOMEONE WITH

- Expertise in Spanish (Level B2 and above/ Graduate/ Advanced diploma in Spanish)
- Good written and verbal communication skills in English
- Strong critical thinking and problem-solving skills.
- Knowledge of online writing best practice.
- Highly organized and can meet and juggle multiple deadlines in an extremely fast-paced environment.
- Ability to create/pitch articles ideas that are researched, relevant and are in line with content strategic goals.
- Multitasking on projects across teams and turning insights into action.
- Meticulous attention to detail and strong proofreading/editing skills.