

Content Marketing Manager

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Company: WealthNation

Location: Nairobi

Category: other-general

As a content marketing manager, your goal will be to help us increase our website traffic and leads from search. You will accomplish this by performing keyword research, writing blog post, developing and implementing on-page SEO strategy and developing product training and resources. Responsibilities: Perform Keyword research Research and write 3 blogs per week in English (1,500+ words) Edit and publish guest blogs written for our website Develop resources and training materials around our product. Write weekly email newsletter & promotional email sequences Write landing page copy Tracking content marketing performance & report on it weekly Develop SEO & content marketing plans Requirements: Fluent in English SEO & Content Marketing experience, at least 2 years Must have experience writing in-depth blog post Experience using Ahrefs, Semrush, SEOSurfer or other similar SEO tools Must be able to work in fast-pace environment Experience working in a remote role Bonus Experience working in WordPress & HTML/CSS skills Powered by JazzHR

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