

Content Marketing Specialist at Qallann Marketing Agency

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

Job Description

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We are a marketing agency. We aim to help grow your business through intentional marketing efforts tailor-made for your business and brand needs.

Job role:

We're looking for a content specialist to work with teams across the company and craft valuable content that will educate our customers and wow our prospects. Your work will have you fiddling with tag-lines on website pages, writing blog posts for feature announcements, putting together thought leadership posts for guest publications, sketching educational collateral, framing scripts for feature videos and other forms of video content, building presentations to better explain features, and so on. Your projects will be your own to run, with complete creative freedom, but your content will need to align with brand guidelines.

Responsibilities:

Develop, write and deliver persuasive copy for the website, email marketing campaigns, sales collateral, videos and blogs

Shoot and edit videos to be shared on social media, the website, email marketing campaigns, sales collateral, videos and blogs

Develop beautifully designed illustrations and images to be shared on social media, the website, email marketing campaigns, sales collateral, videos and blogs

Build and run an editorial calendar; coordinate with other content crafters to ensure

standards

Optimise all content for better SEO reach

Measure impact and perform analysis to improve critical metrics.

Help with localisation of process and content to ensure consistency across regions

Review and implement process changes to drive operational excellence

Requirements:

Ability to quickly research different types of content

Excellent command of the English language

Tech-savvy with the ability to explain complex technical matters in a simple manner without using jargon

Excellent attention to detail and ability to multi-task projects and deliverables

Confirmed experience working with deadlines to deliver high quality output in a short span of time

A portfolio of applicable outputs

Demonstrated excellence in writing, proofreading, and editing.

Strong listening and communication skills.

The capacity to work independently and collaboratively.

Ability to work efficiently without compromising quality or accuracy.

Bonus Points:

Video editing and animation skills

Graphic design skills

Comfortable being on camera

Benefits:

An inclusive employer

Geo-flexible working

An open working culture

Ability to experience a wide variety of company cultures

Learn industry best practices and marketing concepts from experts

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