

# Kenya Jobs Expertini®

## Copywriter (Digital Marketing & B2B) (Africa)

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Company: WebFX

Location: Kenya

Category: business-and-financial-operations

WebFX is a proud Google Premier Partner with 6 offices in the US as well as an office in Guatemala and another in Cape Town South Africa We are continuing to expand worldwide and would love for you to be a part of that In fact we doubled in size in the past 5 years and are projecting to once again double in size and be a global publicly traded tech company by the year 2030 operating in every continent servicing clients globally We currently have talented team members across the globe representing 18 Countries who work fulltime and have done so for 10 years

No matter where youre located wed love to have you join our mission of providing worldclass digital marketing solutions to midsize businesses on a global scale We thrive on driving business growth for our clients and are looking for people who take pride in their marketing efforts and enjoy having fun at the same time Sound like you? Great Keep reading:

### Why Choose WebFX

For 9 years in a row WebFX has been named the 1 Best Place to Work in Pennsylvania which is our headquarters home state As a company we pride ourselves on being able to offer the same culture and benefits to our global team members In addition to very competitive base pay we offer company profitsharing performance bonuses and health insurance including dental vision remote doctor etc To aid in your success we provide worldclass digital marketing training Organic SEO Local SEO PPC Google Analytics Studio etc longterm career track opportunities and ongoing learning bonuses yes you can get paid to learn along with numerous other benefits

**Read below to learn about some of the benefits you can expect when working with**

**WebFX: No matter where you are located or your position WebFX offers longterm stability to all of our FXFamily members In fact many of our globalremote team members have been with WebFX for 10 years and were hoping you can be too We put our people first Its as simple as that Youre never on your own when you run into inevitable challenges were there to support you along the way Longlasting relationships with both clients and team members due to consistently low turnover rates that are simply unheard of in our industry because again we put our people first When you join WebFX you dont just join a company; you join a community We value all of our team members the same regardless of their position or where they call home We truly look forward to learning about you and your background and we will be there to celebrate the milestones in your life together no matter how big or small Save your time and money by skipping the commute to an office This role allows you to work from the comfort of your home Fully equipped inhome office setup including computer dual large monitors headset seriously fast internet generator and more to ensure you have all you need to work from home Be part of a rapidly growing company that at the same time only partners with clients who share our values Unrestricted access to our dozens of proprietary softwareplatforms our internal Ramp;D team has developed for our teams exclusive use in addition to access to the many 3rd party tools and software we utilize internally in order to WOW our clients You can learn more about just some of our Meritbased promotional structure with opportunities to grow into fulltime employment Annual meritbased compensation increases We have a very strong commitment to giving back globally in fact its one of our values here at WebFX As a member of our FXFamily you get to be a large part of that simply by achieving your goals since 2014 weve committed to donating globally through our FXBuilds program You can learn more about that**

**What Youll Get**

### **WorldClass Training and Ongoing Career Development**

**No matter your level of experience our Bootcamp web marketing training program is provided for all new WebFX family members to learn grow and develop in and out of the office with the hard skills necessary to be successful in their positionnbsp; From training with our Sr Digital Marketers to access to countless industryleading online training resourcescoursestutorials to getting experience with nearly 1500 different clients with various platforms digital services and in every industry you can think of**

and then some our training program is simply unrivaled Training doesn't stop after your initial training period We offer career development training and monthly Lunch and Learns with state-of-the-art training amenities to facilitate departmental training industry-related updates and more FX Learns program where you get incentives for taking advantage of our countless industry training resources After 1500 clients we've been able to truly master our processes and procedures you will be trained on all of those no need to develop how to do things unless you want to help us continually improve that process because we refuse to ever stagnate we are always pushing the envelope to make those processes 1 better too

### **Opportunities for Growth**

WebFX grew 250% over the past 3 years both locally and globally and merit-based promotional opportunities are abundant if you're meeting or exceeding position performance metrics We believe in growing and promoting our internal team first and foremost In fact 95% of our promotions are internal All team members have a very clearly defined progression path so you know exactly what is expected of you so you can put your career in your own hands And what's more you're not expected to know it all We believe in continually striving to be an expert in your subject matter of expertise so while we will purposely challenge you to grow in SEO PPC Google Analytics we are a full-service agency that has experts in other departments that handle everything else from link building social media web design and web development This is done so you can truly master your trade

Our goal is to hire 50 team members over the next 36 months in South Africa and we've recently opened our office in Cape Town to help us achieve this goal

### **What We're Looking For**

Desired Skills Backgrounds spanning any and all industries Preference given to digital and B2B experience Exceptional communication skills Fulltime 42.5 hours remote availability per week Extreme care of content to capture the voice and style of our clients Requires a reliable laptop office equipment and Internet access 18 months of professional writing experience

### **What You'll Do**

Responsibilities If you're seeking a long-term partnership we'd love to hear from you This is a contract-based position to start with the potential to become fulltime Write and

selfedit an array of content types from blog posts to sales copy to longform content etc Work with over 1000 different publishers on the webin the media ranging from entertainment and lifestyle to industryspecific opportunities Find flexibility in a 425hourweek fulltime position as you tackle assignments from the comfort of your home LocationThis is a fully remote WFH rolenbsp;

TrainingOurnbsp;Bootcampnbsp;web marketing training program will be provided for new WebFX family members to learn grow and develop in and out of the office with the hard skills necessary to be successful in their positionsStateoftheart training amenities to facilitate departmental trainings industryrelated updates and monthly LunchandLearns

LIRemoteCompensationNegotiable based on experienceAnnual meritbased increases

Working Hours:Were currently looking for team members who are able to overlap some hours with our office on the East Coast from Monday to Friday

South Africa:Monday Thursday: 10:00 AM 7:30 PM SAST 4:00 AM 1:30 PM EDT or 3:00 AM 12:30 PM EST depending on the time of yearFriday: 10:00 AM 5:00 PM SAST 4:00 AM 11:00 AM EDT or 3:00 AM 10:00 AM EST depending on the time of year

Kenya Countries located in EAT Timezone:Monday Friday: 12:00 PM 8:30 PM EAT 5:00 AM 1:30 PM EDT or 4:00 AM 12:30 PM EST depending on the time of year

African Countries in UTC0GMT Timezone:Monday Friday: 10:30 AM 7:00 PM GMT 6:30 AM 3:00 PM EDT or 5:30 AM 2:00 PM EST depending on the time of year

Candidates interested in the Digital Marketing Specialist Account Manager position may also have an interest in:Digital marketing online marketing paid advertising search marketing inbound marketing web marketing social media content marketing PPC SEO SEM writing editing research communications social media ad management etc

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