

Content Strategist & Copywriter – JobDiva

JobDiva is the global leader in Talent Acquisition, Talent Management and Applicant Tracking technology, delivered as an AI-powered SaaS solution to the staffing and recruitment industry

Major: degree in English Language and Literature, Mass Media and Communication, Marketing, or any related field

Experience: 1 – 5 years writing marketing and sales copy professionally

Major Responsibilities:

- Write clean, bright, smart, error-free copy (in a variety of tones and for a variety of mediums) that commands attention and respect.
- Create content strategies that meet customer needs and business goals.
- Create brand-appropriate, creative pieces in a variety of mediums; both online and offline, include print ads, websites, emails, social media, video and collateral materials.
- Produce error-free content that adheres to the company's style guidelines.
- Use data, research, and business insights to develop creative solutions that deliver on strategic priorities.
- Collaborate with marketing managers and graphic designers to brainstorm creative ideas, initiatives, and campaigns.
- Use SEO principles to maximize copy's reach.
- Use of the following social media platforms: Facebook, Instagram, LinkedIn, and Twitter

Additional Requirements:

- Portfolio of work demonstrating clear, concise, results-driven based copy in both digital and print mediums.
- A conceptual and strategic mindset, with a focus on detail.
- Excellent writing, editing and proofreading skills.
- Ability to conduct thorough, credible research and organize findings.
- Passion for technology and the science behind it.
- Ability to work in a collaborative, fast-paced environment, under tight deadlines.
- Strong working knowledge of Microsoft Word, Excel, and PowerPoint
- Solid understanding of SEO concepts.

How to Apply:

Kindly send your CV or contact the Career Services Center, E-mail: career.services@balamand.edu.lb, Ext. 7801; 7802