

## JOB POSTING REQUEST FORM

### Job Details

Reference #	CP-316-2021
Company Name	Beesline International
Industry	Cosmetic
Vacancy	Copywriter
Job Type ( <i>FT, PT, Contractual, Seasonal</i> )	FT
Major(s)	marketing
Degree	B.S. or M.S. in literature, communication, marketing, or other relevant disciplines
Years of Experience	Relevant experience: around 3 years
Location	Bshamoun – Lebanon
Application Deadline	
Remuneration & Benefits	
Tasks & Responsibilities	<p>If you're creative, have passion for wordplay, and good command of writing skills, grab the opportunity to become a Beesline Copywriter.</p> <p>Objectives</p> <ul style="list-style-type: none"> <li>• Create engaging, on-brand, effective, copy/content for a variety of media</li> <li>• Effectively articulate Beesline's values, products, and services</li> <li>• Build brand love, product understanding, and customer loyalty</li> <li>• Elevate the brand identity and communication</li> <li>• Enable the fulfillment of Beesline's strategy, marketing plans, campaigns, and sales</li> </ul> <p>Responsibilities</p> <ul style="list-style-type: none"> <li>• Write original copy, develop/edit content for a range of marketing and communications platforms: websites, social media, digital and print advertisement in various forms, newsletters, product packaging, product information, product reviews, testimonials, exhibitions, CSR initiatives, videos, blogs, newsletters, storyboards, FAQs, customer support, training material and more</li> <li>• Revise copy based on feedback/direction, proofread written work and online content, and optimize written material for SEO</li> <li>• Develop stand-alone pieces as well as integrated campaigns material</li> <li>• Study design briefs and determine requirements</li> </ul>

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- Conceptualize directions/concepts/content of various media forms based on requirements
- Prepare rough drafts and present ideas along with graphic designers
- Ensure final content copy and visuals are appealing, on-brand, effectively deliver communication messages, and deliver on pre-set business KPIs
- View projects until completion internally and externally when requiring alignment with external 3rd party suppliers, producers, etc.
- Provide innovative solutions
- Deliver based on pre-set deadlines

### Additional requirements:

- Advanced written and spoken Arabic and English proficiency
- Excellent writing and editing skills with demonstrated experience in conceptual writing in marketing and/or advertising, web, product, brand messaging and promotional copy
- Experience with SEO concepts and social media marketing
- eCommerce digital marketing experience is a plus
- Familiarity with regional Arabic dialects
- Strong communication skills with ability to translate briefs and insights into effective content
- Detail-oriented and tech savvy
- Business minded: understanding of the latest trends and their role within a commercial environment
- Strong organization and time management skills
- Versatile. Ability to thrive in a cross-functional environment: work on several projects and coordinate with different teams/team members at the same time
- Ability to work under pressure
- Flexible with working hours, adaptable, solution oriented

Location: Bchamoun, Lebanon

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