

JOB POSTING REQUEST FORM

Job Details

Reference #	CP-84-2021
Company Name	Confidential
Industry	Manufacturing
Vacancy	Corporate Copywriter
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	Full Time
Major(s)	Marketing Communication or Journalism
Degree	Bachelor's
Years of Experience	2-3 years of experience in writing for B2B Marketing and in managing social media channels
Location	Zouk Mosbeh
Remuneration & Benefits	
Tasks & Responsibilities	<p>Job Description:</p> <ul style="list-style-type: none"> • Generate content topics and drips for the client in order to write needed content and promote the product/brand/service • Develop client's editorial calendar and define content that should go across channels • Promote the customer's product/brand/service by writing optimized Press Releases (PR) for online/offline publications • Monitor campaign effectiveness and issue reports in order to set action plan accordingly • Conduct quality audit on all corporate and product information on various communication tools • Research, develop and update content standards and best practices • Develop creative strategies that are forward-thinking and in-line with current media trends • Manage client's social media and online presence channels and monitor communication aspect and budget <p>Job Requirements:</p> <ul style="list-style-type: none"> • Minimum Bachelor's degree in either Marketing Communications or Journalism • 2-3 years of experience in writing for B2B Marketing and in managing social media channels • Excellent written and spoken English, Arabic & French