

## Digital Content Creator

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Company: Recruitment Matters

Location: Lusaka

Category: other-general

### Overview

Our client in the Automotive industry is looking for a Digital Content Creator to join their team; **Duties and responsibilities include but are not subject to;**

Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and similar platforms.

Conducting research and interviews to learn more about current trends, developments, and perceptions about the subject matter, and then contextualizing your findings.

Assisting the creative team with the design of promotional materials.

Using social media to engage consumers, respond to questions or complaints, and to promote company initiatives.

Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.

Monitoring social media and company website metrics.

Utilizing SEO methods to increase site traffic.

Suggesting new ways to promote company offerings and to reach consumers.

### Skills;

Excellent research, organizational, and time management skills.

Strong listening and communication skills.

The capacity to work independently and collaboratively.

Ability to work efficiently without compromising quality or accuracy.

Demonstrated excellence in writing, proofreading, and editing.

An understanding of SEO best practices.

### **Qualifications;**

Bachelor's degree in English, marketing, or a similar field.

Experience creating strong, engaging content.

A portfolio of applicable outputs.

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### **Cross References and Citations:**

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