

Position Title: Digital Content Specialist
Position reports to: Line Manager
Direct Reports: N/A
Office Location: Adapt IT Johannesburg Campus

PURPOSE OF THE POSITION

We are currently searching for a creative B2B Digital CONTENT Specialist who will be dedicated to Adapt IT Telecoms division for technical and original content (*solutions and products brochures, case study, whitepapers, blogs, website and social media updated*)

Digital CONTENT Specialist will work with internal and external teams to better understand project expectations, participate in the brainstorming process, conduct research up to the final writing development.

To be a successful Digital CONTENT Specialist, you should have exceptional writing & research skills, the ability to adapt to the varying needs of the team and our clients. You should be motivated, passionate and detail oriented.

PRIMARY RESPONSIBILITIES FOR THE ROLE

- Developing a solid understanding of the target audience through online and traditional market research.
- Developing clear and engaging content that is consistent with the company's brand image and addresses both business goals and consumer needs. (*Editorial requirements include basic SEO understanding, content categorization and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with our brand voice, style and tone.*)
- Monitor competition and provide suggestions for improvement
- Manage and improve online content, considering SEO and Google Analytics
- Drive traffic, engagement, leads, that deliver sales and customer retention.
- Creating, adjusting and managing the editorial calendar and organization workflows.
- Collaborate closely with external Digital Media company and the internal teams: products, solutions innovation and development as well the sale team
- Stay up to date with latest technology and best practices

MINIMUM QUALIFICATION AND EXPERIENCE REQUIREMENTS

- Bachelor's degree in English, Communications, Journalism or related field.
- Strong communication, research, and typing skills.
- Experience writing copy or with a specific industry, such as, Marketing, Technology, etc, may be beneficial or required.
- Good knowledge of all different digital marketing channels

- Good knowledge and experience with online marketing tools and best practices
- Sound knowledge of content management systems, keyword research tools, social media platforms, search engine optimization (SEO/ SEM, Google Analytics.
- Creativity, Resourcefulness, Flexibility, and Motivation.
- Ability to understand the needs associated with a project, products solutions and the target audience.
- Receptiveness to feedback.
- Flexible to the modifications.
- Willingness to meet deadlines.
- Critical thinker and problem-solving skills
- Team player

Contact Person: [Nic Cox](#)

Apply Here: <https://www.dittojobs.com/jobs/view/1407759538>

Vacancy Status: [Open](#)