

Marketing Job Description

About Us

Founded in 2014, WEMAİK creates technology that reimagines how digital transformation is achieved, and what is necessary for a successful project. Through our integrated software platforms, we enable enhanced business decision-making by revealing new insights from company information and quickly deploying these insights to business experts via bespoke enterprise-grade applications. Transformation solutions created with our platform unlock huge commercial value and enhance business competitiveness with increased agility. We employ amazing people and foster their dedication, enthusiasm and flair.

At WEMAİK we apply a management style and development approach that ensures professional standards whilst allowing for innovation and change – and above all, fun. We work hard as a team to consistently meet our customer's needs and consequently their trust and repeat business.

Content Marketing

Role Summary

This role will be responsible creating and maintaining all marketing content for the company website, blogs, online communications, email, social and other digital properties. You will have exceptional writing and editing skills, a strong command of content marketing strategy, and have an excellent understanding of SEO.

Responsibilities

- Write, edit, and deploy exceptional marketing content that covers web, email, case studies, ebooks, blogs, whitepapers, thought leadership articles, marketing collateral, video, and marketing presentations in-line with the corporate messaging strategy
- Structure, edit and compile Bids and Tenders in conjunction with commercial stakeholders ensuring that these are formatted and presented in a professional manner
- Review all responses to ensure consistency of formatting and grammar
- Develop an easy to reference Content Library, ensuring that best practice SEO methodology is applied to all content
- Work with the internal and external stakeholders to identify compelling customer stories for publication across marketing channels
- Adapt content to target different marketing segments and customer personas
- Transform technical content into engaging, conversational, SEO-optimised, and customer-focused digital content. The key focus will be to scale high-quality traffic while improving the existing conversions
- Take ownership for all phases of content production and optimisation including planning, information gathering, writing, reviewing, editing, and final sign off
- Collaborate with the marketing team and stakeholders to measure and report content effectiveness. Use insights from analytics to improve content and content strategies

Requirements

- You have an insatiable love for writing
- You are able to craft fun, thoughtful copy
- You pay the utmost attention to detail
- You write beautiful copy that makes complex technologies seem amazingly simple
- You are able to produce quality copy within tight deadlines
- You are able to translate brand voice and key messages into content that conveys a unique personality and brand
- You will be a natural self-starter with a positive and friendly attitude. You will be able to liaise with a multitude of stakeholders and be flexible and willing to support the tendering process from start to finish
- You will have a proven experience with SEO, and creating content as a vehicle for website growth
- You have a degree in Communications/Journalism/Marketing or equivalent
- You have 2+ years relevant experience developing content for marketing campaigns across different channels including blogs, landing pages, social media and digital ads
- You have an excellent working knowledge of design tools such Adobe Creative Cloud