SENIOR DIGITAL CONTENT WRITER

Job Ref. No: #JDMPR2420

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Senior Digital Content Writer
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for **Senior Digital Content Writer** in South Africa; this job may require you. We are seeking a highly skilled and creative Senior Digital Content Writer to join our dynamic team. In this pivotal role, you will be responsible for crafting compelling and engaging digital content that aligns with Moris Media's brand voice and marketing objectives. Your primary focus will be on producing high-quality written materials that resonate with our target audience and drive user engagement across various digital platforms.

As a **Senior Digital Content Writer**, you will work closely with our marketing, design, and product teams to develop content strategies and create content that supports our business goals. You will be expected to manage multiple content projects simultaneously, ensuring that all content is delivered on time and meets our standards for excellence. Your role will involve researching industry trends, understanding audience preferences, and leveraging insights to produce content that is both informative and persuasive.

You will be tasked with writing a variety of digital content types, including blog posts, website copy, social media updates, and email campaigns. In addition to writing, you will be responsible for editing and proofreading content to ensure accuracy, consistency, and adherence to style guidelines. Your ability to adapt your writing style to different formats and audiences will be crucial in delivering impactful content that drives engagement and supports our brand’s objectives.

Your role will also involve collaborating with other team members to brainstorm and implement content ideas, as well as analyzing content performance to refine and improve our content strategies. If you are a strategic thinker with a passion for writing and a knack for creating engaging digital content, we encourage you to apply for this exciting opportunity at Moris Media.

Primary Responsibilities

- Develop and write high-quality digital content that aligns with Moris Media's brand voice and marketing objectives.
- Create a variety of content types, including blog posts, website copy, social media updates, and email campaigns.
- Collaborate with marketing, design, and product teams to develop and execute content strategies.
- Research industry trends and audience preferences to ensure content relevance and engagement.
- Manage multiple content projects simultaneously, ensuring timely delivery and adherence to quality standards.
- Edit and proofread content to maintain accuracy, consistency, and adherence to style guidelines.
- Adapt writing style to suit different formats and target audiences.
- Analyze content performance using metrics and feedback to refine and enhance content strategies.
- Brainstorm and implement creative content ideas in collaboration with team members.
- Maintain up-to-date knowledge of digital content best practices and emerging trends.
- Ensure all content supports business goals and contributes to the brand’s overall objectives.
- Develop and implement content calendars to manage content production and publication schedules.
- Engage with the audience through content to drive user interaction and increase brand visibility.

- Optimize content for search engines and ensure best practices in SEO are followed.
- Provide strategic recommendations based on content performance data to improve engagement and effectiveness.

Required Skills

- 2-5 years of experience in digital content writing, preferably in a similar industry or role.
- Proven ability to craft engaging and high-quality content across various digital platforms.
- Strong creative skills with a knack for storytelling and producing compelling narratives.
- Excellent communication skills, both written and verbal, with the ability to articulate ideas clearly.
- Experience with SEO best practices and content optimization techniques.
- Familiarity with content management systems (CMS) and digital marketing tools.
- Ability to adapt writing style to different formats and target audiences.
- Strong organizational skills with experience managing multiple content projects simultaneously.
- Proficiency in editing and proofreading to ensure content accuracy and consistency.
- Understanding of content performance metrics and the ability to use data to refine content strategies.
- Creative problem-solving skills and the ability to generate innovative content ideas.
- Willingness to travel as needed for content creation or team collaboration.
- Ability to collaborate effectively with cross-functional teams, including marketing, design, and product teams.
- Experience with social media platforms and email marketing campaigns.
- Knowledge of industry trends and best practices in digital content creation.

Qualifications & Experience

- Bachelor's degree in English, Journalism, Communications, Marketing, or a related field.
- Proven experience in digital content writing, with a portfolio showcasing your skills and versatility.

Open for Travel if Required:

- Willingness to travel as needed for content creation, meetings, or team collaboration.

Technical Specifications:

- High-performance Laptop or Desktop: A powerful computer with sufficient processing power and memory to handle demanding tasks and ensure a seamless workflow.
- High-speed Broadband Internet Connection: A stable and reliable internet connection for accessing online resources, collaborating with colleagues, and transferring large files.
- Virtual Workstation: A dedicated workspace, either physical or virtual, that is conducive to focused work and

free from distractions.

Salary:

- We offer a competitive salary and benefits package. We are committed to fair compensation and are open to discussing salary based on your experience, skills, and personality. If shortlisted, we can discuss the salary in more detail.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

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