SENIOR
ARABI CONTENT WRITER

Job Ref. No: #JDMPR1840

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Senior Arabi Content Writer
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Marketing Writing 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 a **Senior Arabi Content Writer** in Dubai, Doha, or Riyadh. This position requires an exceptional writer with native-level fluency in Arabic and advanced proficiency in English. The ideal candidate will possess a deep understanding of Arabic grammar and cultural nuances, coupled with a strong grasp of English writing conventions. Creativity is paramount, as you will be tasked with developing compelling Arabic content that resonates with target audiences while maintaining brand voice and tone. You will also be responsible for translating Arabic content into English or crafting English content in a way that effectively communicates to Arabic speakers. Your expertise in both Arabic and English writing styles, coupled with your strong communication skills, will be crucial for success in this role. You will need to understand complex concepts and effectively convey them in a clear and engaging manner to a diverse audience.

Primary Responsibilities

Primary Roles and Responsibilities:

1. **Content Creation:** Develop high-quality, engaging Arabic content across various formats (articles, blog posts, social media, website copy, etc.).
2. **Translation/Transcreation:** Accurately translate Arabic content into English or adapt English content for Arabic-speaking audiences, ensuring cultural relevance.
3. **Brand Voice:** Maintain consistency in brand voice and tone across all Arabic content, adhering to style guides and brand guidelines.
4. **Audience Engagement:** Craft content that resonates with target audiences, incorporating SEO best practices to enhance discoverability.
5. **Editing & Proofreading:** Thoroughly review all Arabic content for grammatical accuracy, clarity, and adherence to brand standards.
6. **Creative Ideation:** Brainstorm innovative content ideas and campaigns that align with marketing objectives and target audience interests.
7. **Research:** Conduct thorough research on industry trends, competitors, and target audience preferences to inform content strategy.
8. **Collaboration:** Work closely with marketing, design, and social media teams to ensure seamless integration of Arabic content into broader campaigns.
9. **Cultural Sensitivity:** Demonstrate a deep understanding of Arabic cultural nuances and sensitivities, ensuring content is respectful and appropriate.
10. **Performance Analysis:** Monitor content performance metrics (engagement, reach, conversions) and use data to refine content strategies.
11. **Mentorship:** Provide guidance and support to junior Arabic content writers, helping them develop their skills and knowledge.
12. **Project Management:** Manage multiple content projects simultaneously, meeting deadlines and prioritizing tasks effectively.
13. **Adaptability:** Stay abreast of evolving trends in Arabic language usage and adapt writing style accordingly.
14. **Communication:** Communicate effectively with stakeholders, providing updates on project progress and

addressing any concerns.

15. **Language Expertise:** Continuously improve Arabic language skills and stay up-to-date with the latest linguistic developments.

Required Skills

- **Native-level Arabic fluency:** Impeccable written and spoken Arabic, demonstrating a deep understanding of grammar, syntax, and cultural nuances.
- **Advanced English proficiency:** Excellent written and spoken English, with the ability to translate/transcreate seamlessly between languages.
- **Exceptional writing skills:** Ability to craft clear, concise, and engaging content in both Arabic and English for diverse audiences.
- **Creative flair:** A knack for developing original and compelling content ideas that resonate with target demographics.
- **Strong communication skills:** Effectively collaborate with cross-functional teams and articulate ideas clearly in both Arabic and English.
- **SEO knowledge:** Understanding of SEO best practices to optimize content for search engines and enhance visibility.
- **Adaptability:** Ability to adjust writing style for different platforms (social media, websites, print materials) and audiences.
- **Cultural awareness:** Sensitivity to cultural nuances and the ability to tailor content for specific regions or communities.
- **Research proficiency:** Skilled at gathering and analyzing information to inform content creation and strategy.

Experience:

- **2-5 years of experience:** Proven track record in professional Arabic content writing, preferably in a marketing or media environment.
- **Portfolio:** A strong portfolio showcasing a diverse range of Arabic content across different formats and industries.
- **Translation experience:** Demonstrated experience translating or transcreating between Arabic and English (preferred).

Additional Requirements:

- **Personality Type:** Creative and communicative, with the ability to work both independently and as part of a team.
- **Travel:** Willingness and flexibility to travel within the Middle East region for work-related purposes.

Qualifications & Experience

- **Education:** Bachelor's degree in Journalism, Communications, Arabic Language/Literature, or a related field.
- **Experience:** 2-5 years of demonstrated experience in professional Arabic content writing, preferably in a

marketing or media environment.

- **Language Skills:** Native-level fluency in Arabic and advanced proficiency in English, with exceptional written and spoken communication skills in both languages.
- **Technical Skills:** Proficiency in using Microsoft Office Suite or Google Docs, content management systems (CMS), and basic SEO tools.

Additional Requirements:

- **Open for Travel:** Willingness to travel within the Middle East region for work-related purposes, if required.
- **Technical Specifications:** Access to the following equipment:
  - High-performance laptop or desktop computer
  - High-speed broadband internet connection
  - Dedicated virtual or physical workspace

Salary:

Moris Media offers a competitive salary and benefits package commensurate with experience, skills, and qualifications. Salary will be discussed in more detail during the interview process for shortlisted candidates.

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.

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