



## Digital Content Specialist

Marco Corporation (M) Sdn Bhd

### JOB DESCRIPTION

We are looking for a creative, dedicated individual to join our team as a Digital Content Specialist. He/she will ensure a continuous flow of relevant marketing content that requires being supported by creative ideas and hands-on execution.

The ideal candidate will have significant working experience as a content creator in a demanding work environment and willing to work in a result-driven environment and make the most of it.

#### Responsibilities:

- Come up with unique content ideas and strategies to reach marketing goals set by the management.
- Work together with other departments to determine subjects and market areas to generate creative content.
- Participate in brainstorming sessions with content staff to identify the market opportunities to impact effective and relevant content.
- Maintain a balance between the content's creative authenticity and the technicalities such as SEO optimization, ensuring high search engine rankings and clicks.
- Create easy-to-understand and unique content that engages users and gives them a helpful yet entertaining experience when browsing through our media channels.
- Manage every piece of content that goes out on the company's behalf, ranging from newsletters, press releases, blog posts, and social media posts on various platforms.
- Analyze performance indicators and web traffic, identifying areas where the content requires improvement.
- Keep track of the existing content strategy performance.
- Ensure that the strategies that are not working well are replaced while the good performers are optimized and well maintained.
- Communicate new content ideas to the creative team to ensure they are aligned and produce the needed support material, such as photos, images, or videos.
- Proofread new content to avoid and correct errors.
- Create new web content daily and ensure that all deadlines are followed without jeopardizing the quality of the content.
- Other content-related duties as assigned by the senior management.

Skills/Abilities/Knowledge:

- Bachelor's Degree in Mass Communication, Marketing, and Computer Science or a similar field.
- A firm grasp of the technicalities of working on content management software such as Photoshop and WordPress is necessary.
- Digital communication skills.
- Familiarity with working on SEO platforms, HTML, and Cascading Style Sheets (CSS).
- Excellent written and verbal communication skills.
- Strong in writing and creative thinking skills.
- Strong attention to detail, multitasking, analytical skills.
- Ability to work independently and as part of a team.
- Willingness to take the initiative and step up to take responsibility.
- Knowledge of using Google Analytics.