

Digerati Labs Assets

<http://digeratilabs.com/job/web-journalist/>

Web Journalist

Description

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We are looking for an experienced Web Journalists who work online and write web content As a Web Journalists at Digerati Labs, you will be responsible for post their news or stories according to the current trends regarding politics, gadgetry, sports, film reviews and so on.

Responsibilities

- Concept Development for marketing collateral
- Content Strategy and Execution
- Create content marketing campaigns to drive subscribers for digital publishing platform
- Use SEO best practices to generate traffic
- Regularly produce various content types, including email, social media posts, blogs
- Actively manage and promote our blog, and pitch articles to relevant third-party platforms
- Edit content produced by other members of the team
- Analyze content marketing metrics and makes changes as needed
- Collaborate with other departments to create innovative content ideas
- Excellent written and oral communications skills
- Excellent numeracy skills with the ability to analyse data and identify trends
- Experience with analytics packages such as Google Analytics is desirable
- A creative mind and a passion for all things digital
- The ability to consistently meet tight deadlines
- Experience using WordPress is a bonus
- Understand the business requirement of the client.
- To be responsible for brands communication on various social media platforms like Facebook, Twitter, Google+, LinkedIn and managing online branding, communications and campaigns through the company website, email marketing, building the online community.
- Work with design team for layout/ design of content as and when required.

Qualifications

- Education level: Bachelor s degree in English, Journalism or related field
- Experience: 4+ years
- Specific skills: Excellent writing skills, as well as the ability to communicate and collaborate effectively
- Personal characteristics: open, outgoing, positive and friendly, with a can-do attitude and a real interest in developing technologies and innovation

Hiring organization

Digerati Labs

Job Location

Ahmedabad, Gujarat, India

Date posted

February 18, 2020