

Job Description

Position Title	Website Content Writer
Department	MARCOM
Type of Position	Contractual

POSITION DESCRIPTION

In the dynamic landscape of higher education, the role of Website Content Writer is pivotal to Marcom's needs at Habib University. As we navigate the ongoing admissions cycle and witness the University's expanding global influence, maintaining an updated and engaging website is paramount. The website serves as the forefront of our institution, shaping the first impressions for prospective students and global stakeholders.

With the urgency of this demand, a dedicated Website Content Writer will play a crucial role in swiftly and effectively enhancing our online presence. Their contribution will be instrumental in conveying the essence of Habib University to a diverse and growing audience, fostering greater connectivity and resonance.

DUTIES AND RESPONSIBILITIES

We are seeking a skilled and creative Website Content Writer to join our team on a contractual basis. As a Content Writer, you will be responsible for producing engaging and informative content exclusively for our website.

The ideal candidate should possess a strong command of the English language, exceptional writing skills, and a keen understanding of content marketing principles. Additionally, a good understanding of UI/UX and the ability to structure content for web pages is essential.

1. Content Creation:

- Develop high-quality, SEO-friendly content for our website, including base content, blog posts, articles, program descriptions, and other web materials.
- Structure content in a user-friendly manner, considering UI/UX principles and enhancing the overall user experience.

2. Optimization:

- Implement SEO best practices to enhance the discoverability and visibility of website content.

3. Collaboration:

- Work closely with the IT team and other internal stakeholders to understand content needs and contribute to content strategy.

4. Editing and Proofreading:

- Review and edit content to ensure it meets high editorial standards in terms of clarity, style, and grammar.

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5. Research:

- Conduct thorough research on industry-related topics to generate ideas and gather relevant information for content creation.

REQUIRED JOB SPECIFICATIONS

Required Qualification & Skills	<p>Bachelor's degree in English, Journalism, Communications, or a related field (or equivalent experience).</p> <p>Exceptional writing, editing, and proofreading skills.</p> <p>Strong research skills and ability to translate complex information into clear, concise, and engaging content.</p>
Required Experience	<ul style="list-style-type: none"> • Proven experience as a Content Writer, preferably with a focus on website content. • Portfolio of published articles or other web content. • Understanding of SEO principles and experience with SEO tools. • Good understanding of UI/UX principles and the ability to structure content for web pages. • Familiarity with content management systems (CMS) and basic HTML.

REQUIRED JOB COMPETENCIES (Technical and Soft Skills)

S#	Competency	Criticality (High / Low / Medium)
1.	Writing, Editing, and Proofreading skills	High
2.	Research skills	High
3.	SEO tools	Medium
4.	CMS and HTML	Medium

Verified By (For HR Only)

Line Manager (If Any)

Head of the Department

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