

# Manger Content Strategist - Web & Digital Media

## About Us – Medfuture (Australia / New Zealand)

Medfuture is an Australian based Medical & Healthcare Recruitment company ([www.medfuture.com.au](http://www.medfuture.com.au)) We are in the process of rapid expansion by inviting various talents to take part of our rapid expansion as our next step . Currently we are operating in Australia & New Zealand and aiming to have our centralised operation in Sri Lanka (Colombo)

We are building a Global team from ground level by establishing our Global Office in Colombo and in the process of hiring key professionals and expertise to achieve our common objectives.

Opening for a Manager Content Strategist - Web & Digital Media to handle our Global Marketing Communications with set standard to represent in every Online communication Channels.

## Job brief

We are looking for a Content Creator to write and publish various types of pieces for our company's web pages, like articles, Newsletters and social media posts.

Content Creator responsibilities include producing marketing copy to advertise our products, writing blog posts about industry-related topics and promoting our content on social media.

To be successful in this role, you should have experience with digital publishing and generating traffic and leads for new business. Please share samples of your work (portfolio or links to published articles) along with your application.

If you have the Skills of Graphic Designing with HTML coding ability (To redirect content link to web pages) will be a definite advantage.

Ultimately, your skills and experience in this area should help Medfuture to reach our target audience by delivering both useful and appealing online information about our services and for overall lead generation.

## Responsibilities

- Research industry-related topics
- Prepare well-structured drafts using digital publishing platforms
- Create and distribute marketing copy to advertise our company and products
- Interview industry professionals and incorporate their views in blog posts
- Edit and proofread written pieces before publication
- Conduct keyword research and use SEO guidelines to optimize content
- Promote content on social networks and monitor engagement (e.g. comments and shares)
- Identify customers' needs and recommend new topics
- Coordinate with marketing and design teams to illustrate articles
- Measure web traffic to content (e.g. conversion and bounce rates)
- Update our websites as needed

## Requirements

- Proven work experience as a Content Creator, Copywriter or similar role
- Portfolio of published articles
- Hands-on experience with Content Management Systems is must (e.g. WordPress & Mail chimps)
- Graphic Designing & Html coding skills in order to redirect advertised content to our blog pages.
- Excellent writing and editing skills in English
- An ability to fact-check long-form content pieces
- Time-management skills
- Familiarity with SEO
- BSc in Marketing, English, Journalism or relevant field

## Remuneration

Attractive Salary

& Performance Based Bonus Package is available for the right candidate

**Application should be email to [hello@medfuture.com.au](mailto:hello@medfuture.com.au)**

Email your CV + Cover letter + Your sample original work portfolio such as Design / Contents / Contents with Design or Newsletters with your content.

CV without cover letter or Sample work will not be considered.

**Only shortlisted candidate will be contacted**