
Job Spec

Content Writer

Company: Ferox Creative

As a **Content Writer**, you'll be at the heart of our digital marketing efforts, combining your creativity and technical expertise to produce impactful content and campaigns that drive engagement, conversions, and brand growth.

This role involves managing a range of digital marketing functions, including copywriting, social media, SEO, and Google Ads. You'll work closely with our team and clients to develop strategies, create content, and execute campaigns that align with client objectives and industry trends.

Key Responsibilities

Search Engine Optimization (SEO)

- Monitor and update keyword rankings and adjust strategies based on analytics.
- Research and implement updated keywords to align with evolving search trends.
- Write and optimize backend elements like title tags, meta descriptions, and alt tags for client websites.
- Index and manage sites on Google Search Console.
- Analyse performance metrics to enhance visibility and search rankings.
- Generate weekly and monthly reports to track progress and share insights with clients and senior leadership.

Google Ads Management

- Create and manage Google Ads campaigns tailored to client objectives.
- Regularly monitor ad performance and implement optimisation strategies.
- Collaborate with a Google Ads consultant through monthly meetings.

Social Media Management

- Develop and execute content plans across various platforms, including TikTok, Instagram, Facebook, and LinkedIn.
- Create engaging content to enhance audience engagement.
- Schedule content using social media management tools.
- Oversee community management by responding to comments and messages.
- Plan and execute paid social media campaigns to boost reach and conversions.

Content Creation and Copywriting

- Write SEO-optimized website copy, blogs, and other digital content.
- Develop monthly newsletters that engage and inform subscribers.
- Craft press releases and other client-specific communications as required.



Required Skills and Qualifications

- Bachelor's degree in English, Communications, Journalism, Marketing, or a related field.
- Proven experience in digital content creation, with expertise in SEO, Google Ads, social media, and copywriting.
- Strong understanding of analytics tools, including Google Analytics and Google Search Console.
- Proficiency with social media platforms and tools such as TikTok, Instagram, Facebook, and scheduling software.
- Excellent written and verbal communication skills with a knack for creating persuasive and engaging content.
- Ability to manage multiple tasks and projects simultaneously in a fast-paced environment.
- Creative mindset with attention to detail and a data-driven approach.

Preferred Skills and Qualifications

- Certification in Google Ads or SEO.
- Experience with paid social media advertising tools like Meta Ads Manager.
- Familiarity with email marketing tools such as Mailchimp or HubSpot.

Why Join Ferox Creative?

- Work in a dynamic, collaborative environment where your ideas and skills make a real impact.
- Enjoy opportunities to grow and refine your expertise across a wide range of digital marketing areas.
- Be part of a team that values creativity, innovation, and excellence.

If you're ready to bring your digital marketing expertise to a company that values creativity and results, we'd love to hear from you.