



**Qualifications  
Development  
Bank.**

# JOB DESCRIPTION

Content Creator

**Human Resources**  
Content Creator

Date: 16 August 2023

POSITION INFORMATION	
<b>JOB TITLE</b>	Content Creator
<b>DEPARTMENT</b>	Marketing

REPORTING STRUCTURE	
<b>REPORTS TO</b>	▪ Assistant Brand Manager
<b>DIRECT REPORTS</b>	▪ N/A

CROSS WORK RELATIONS	
<b>INTERNAL RELATIONS</b>	▪ All departments
<b>EXTERNAL RELATIONS</b>	▪ Agencies, Designers, Influencers, and content contributors

OBJECTIVE(S) OF THE POSITION	
<ul style="list-style-type: none"> <li>Producing high-quality, engaging, and relevant content for various digital platforms. This role involves collaborating with internal teams and managing external relations with the marketing agency to ensure content aligns with the company's objectives and resonates with the target audience.</li> </ul>	

DUTIES & RESPONSIBILITIES	
<p><b>Content Creation</b></p> <ul style="list-style-type: none"> <li><b>Collaborate</b> closely with the Assistant Brand Manager to curate the content calendar, ensuring alignment with our brand voice and marketing objectives.</li> <li><b>Create and publish</b> high-quality written content for our social media platforms, including Facebook, Instagram, and LinkedIn, as well as website blogs. Incorporate search engine optimization (SEO) techniques to maximize visibility and reach.</li> <li><b>Conduct</b> research to stay informed about industry trends, target audience preferences, and industry activities.</li> <li><b>Edit and proofread</b> content for accuracy, grammar, and style consistency.</li> </ul> <p><b>Marketing and social media</b></p> <ul style="list-style-type: none"> <li><b>Develop and execute</b> engaging reels, keeping up with the latest trends and ensuring the content resonates with our target audience.</li> <li><b>Stay up to date</b> with industry trends and best practices in content creation, social media, and digital marketing.</li> <li><b>Foster and maintain</b> relationships with external partners, influencers, and content contributors.</li> </ul>	

KEY COMPETENCIES
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- Integrated Learning & Quality Focus
- Communication and Networking
- Writing & reporting
- Planning and Focus on Results
- Adaptability, and Dealing with Ambiguity
- Writing & reporting.
- Researching & analyzing and problem solving
- Challenging and Changing the Status-quo
- Working with people.

#### **JOB QUALIFICATIONS**

- Minimum two years of experience in content creation, preferably in a similar role.
- Strong understanding of SEO and its application in content creation.
- Exceptional creativity with the ability to think outside the box and bring fresh ideas to the table.
- Excellent writing and editing skills, with a keen eye for grammar, punctuation, and tone in both English and Arabic.
- Proficiency in using social media platforms, including Instagram, TikTok, Facebook, and LinkedIn.
- Familiarity with content creation tools and software is a plus.
- Ability to work both independently and collaboratively as part of a team