

Digital Marketing Department (Marketing Division)

Title: Content Strategist

Position: Assistant Manager/ Management Associate (M/F – 1 Post)

Reports to: Head of Digital Marketing

Job Descriptions

- Take responsibility for the entire content lifecycle from research and ideation to writing, editing, and publishing.
- Produce high-quality and engaging content, including blog posts, articles, social media contents, website copies, push notifications, and so on.
- Work with HOD to build yearly and monthly editorial calendars.
- Conduct keyword research and apply on-page SEO best practices (headers, visual copies, meta descriptions, and internal linking) to increase organic traffic.
- Distill complex concepts and language into content that is easily understood
- Maintain a consistent tone of voice and style across all platforms, ensuring the brand's personality.
- Perform in-depth research on industry trends and audience pain points to ensure accuracy and authority.
- Collaborate with the design team to create multimedia content.
- Work closely with internal team members to ensure alignment and consistency in messaging, branding, and style.
- Brainstorm, generate and propose new campaign ideas.
- Monitor the content performance based on reach, views, engagement, and so on.
- Complete the writing projects, meeting deadlines and following content requirements in terms of style and project specifications
- Support creates style guides or suggesting changes to ensure content is consistent and clear
- Conduct research on any given topic
- Identify gaps in content and recommend new topics

- Create content ensuring the voice, grammar and style is on point
- Stay up to date on industry trends to support content development
- Discuss with external agencies to align brand message and quality.
- Ad-hoc duties assigned by HOD if it is necessary.

Requirements:

- At least 4 years of Experience in content creation, copywriting, or digital marketing (Banking and Financial Industry preferred)
- Must be serious about grammar, spelling, sentence constructions, and authenticity of own-crafted content.
- Must be able to write and read English proficiently.
- Passionate about creativity, consistency, and brand storytelling.
- Proven ability to produce engaging content for social media and digital marketing campaigns.
- Strong storytelling and writing skills with attention to detail and trustworthy tone of voice.
- Creative mindset with strong cultural awareness and sensitivity to the financial industry
- Strong organizational skills for managing content libraries and meeting deadlines.
- Detail-oriented, proactive, and adaptive to fast-changing business requirements. (Sense of urgency)
- Professional, responsible, and dedicated to maintaining the brand and company standards.
- Willingness to learn, develop, and contribute to ongoing content enhancements.