

JOB TITLE- Content Curator for UK Medical Aid to Pakistan (UKMAP)

Reports To

Marium Qaiser (Trustee on UKMAP)

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Faisal Butt (Trustee on UKMAP)

Work with

Website and Social Media Manager

Job Overview

We are looking for a Content Creator to write and publish various types of pieces of writing for our NGO's website, like articles, case studies, success stories on our projects across Pakistan, news and posts related to Hepatitis, availability of filter and clean water, water borne diseases, building capability, Medical and midwifery in Pakistan, natural or man-made disasters such as COVID in Pakistan, and social media posts.

Responsibilities and Requirements

- Excellent writing and editing skills in English
- An ability to fact-check long-form content pieces
- Time-management skills
- Familiarity with SEO
- Research industry-related topics
- Prepare well-structured drafts on UKMAP case studies using digital publishing platforms
- Edit and proofread written pieces before publication
- Conduct keyword research and use SEO guidelines to optimize content
- 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)
- Work with our social media manager to promote content on social networks and monitor engagement (e.g., comments and shares)
- Interview industry professionals and incorporate their views in blog posts during and following events.

Qualifications

- BSc in Marketing, English, Journalism or relevant field
- Proven work experience as a Content Creator, Copywriter or similar role