

## JOB DESCRIPTION

<b>Job Title: Content Producer &amp; Editor</b>	<b>Report To:</b> Head of Sales and Marketing (in lieu of Digital Comms Manager)
<b>Location: Raintree</b>	<b>Date: April 2020</b>
<p><b>Purpose of role:</b></p> <ul style="list-style-type: none"> <li>• Create, edit and publish compelling content in English and Khmer to engage B2C and B2B audiences and communities about Urbanland's story and vision to increase brand awareness for Urbanland, promote and sell our products and services, and instill brand loyalty and affinity amongst our customers and networks</li> <li>• Craft messaging and marketing materials for a variety of channels and media by exercising creativity and use of data-driven insights to write better material, add value for viewers and produce content that increases engagement and drives leads while adhering to brand standards and guidelines</li> </ul>	
<p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"> <li>• Create, edit and publish long-form and short-form written content (eg product copy, blogs, social media posts, websites, event descriptions, email newsletters, agents' platforms, infographics, advertising campaigns, whitepapers, press releases and print brochures, etc), while adhering to style guide, tone of voice and SEO best practice</li> <li>• Work with Marketing team to create compelling content marketing and storytelling that motivates, inspires, educates, informs, sells, and provides information to generate results and leads</li> <li>• Develop innovative content ideas and topics by collaborating with other departments and business units in ISI Group, researching industry-related topics (combining online sources, interviews and studies) and analyzing customer research findings</li> <li>• Generate more traffic to our websites and social media channels by creating content which attracts viewers to explore our products, showcases Urbanland as a thought-leader within the industry, and using SEO, keyword research and tagging techniques to increase our findability</li> <li>• Be the guardian of the Urbanland editorial style guide and tone of voice, ensuring that all content published adheres to brand guidelines and the information is accurate and timely</li> <li>• Assist in the creation and launch of paid ad campaigns on Facebook, Instagram and other channels</li> <li>• Assist in monitoring digital engagement, performance, implementing and tracking analytics</li> </ul>	
<p><b>Competencies:</b></p> <ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills in Khmer and English</li> <li>• Exceptional attention to detail when editing and proofreading in Khmer and English</li> <li>• Able to understand and absorb Urbanland's editorial style and write in consistent tone of voice while adapting to different writing styles for different platforms</li> <li>• Excellent working knowledge of SEO, social media and web analytics</li> <li>• Good understanding of customer segmentation and the marketing mix</li> <li>• Energetic, enthusiastic and passionate about their work and creating positive change</li> <li>• Good knowledge of Microsoft suite of products eg Outlook, Word, Excel, Powerpoint</li> </ul>	

- Able to manage different tasks and projects simultaneously and meet deadlines
- Good instinct about content topics and writing style that would appeal to audiences
- Good presentation skills, strong and confident communicator
- Good analytical and listening skills, able to respond to feedback and customer research
- Team player, able to collaborate with a wide range of people from different parts of the business
- Good eye for appropriate formatting and understanding of design principles
- Working knowledge of photo editing software eg Photoshop
- Content management platforms and HTML skills

**Qualifications and Experiences:**

- Bachelor's degree or equivalent qualification in English, Journalism or related field
- 3+ years experience in writing content in English and Khmer within a Marketing or Business function for B2C and/or B2B audience
- Experience of running and publishing content on web and social media channels
- Experience of applying and executing digital marketing tactics and best practice, including SEO, email marketing and analytics
- Experience of managing multiple tasks and projects as part of marketing campaigns
- Experience of publishing on content management systems (CMS)
- Portfolio of previous content writing work