

Content Developer – AgileSpace Digital

Position Summary

As a Content Developer at AgileSpace Digital, you will help create our customers' brand narratives and drive interaction by creating interesting and original content. Collaborating closely with our experienced consultants and client marketing teams, you will create and implement content strategies that support AgileSpace Digital's internal marketing objectives, take benefit of emerging trends, and use AI.

Responsibilities

Content Creation & Planning:

- Design and develop content strategies across digital channels including blogs, social media, and email.
- Create convincing, helpful, and engaging matter that appeals to target audiences and promotes desired actions.
- Conduct thorough research on industry themes and trends to ensure content is accurate, relevant, and insightful.
- Optimize content for search engines (SEO) to boost traffic and organic visibility.
- Keep updated of new technologies, best practices, and the latest relevant trends in content marketing, including the use of AI in writing and marketing.

Integration of AI with Awareness of Trends:

- Understand and apply AI-powered tools and technologies to enhance content creation, optimization, and personalization.
- Monitor and analyze the impact of AI on marketing trends and adapt content strategies accordingly.

Collaboration & Quality Assurance:

- Use AI-powered tools and technology to improve content production, optimization, and personalization.
- Analyze AI's impact on marketing trends and change content strategies accordingly.

Collaboration and Assurance of Quality:

- Work closely with client stakeholders and internal team members to make sure content meets marketing goals and brand rules.
- Maintain all content under strict quality control, making sure that the tone and messaging are accurate, clear, and consistent.

Qualifications:

- 1-2 years of experience in content writing, preferably in a digital marketing or advertising agency would be an advantage
- Knowledge of AI-powered content creation and optimization tools is a plus.
- Proven ability to create high-quality, engaging content across various formats and channels.
- Basic understanding of SEO principles and content optimization techniques.
- Familiarity with social media platforms and best practices.
- Excellent writing, editing, and proofreading skills with impeccable grammar and spelling.
- A strong interest in learning and the ability to manage deadlines
- Knowledge of AI-powered content creation and optimization tools is a plus.
- Bachelor's/ master's degree in marketing, communications, journalism, or a related field.

Skills:

- Exceptional communication (written and verbal) and interpersonal skills.
- Ability to work independently and as part of a team in a fast-paced environment.
- Detail-oriented with a focus on quality and accuracy.
- Adaptability and willingness to learn new technologies and trends.



Key Responsibilities

- Analyze market trends across various industry domains that AgileSpace Digital (ASD) consults in and tailor content accordingly.
- Repurpose content into different formats (blogs, social media posts, email campaigns, etc.) as needed to maximize reach and engagement.
- Coordinate with the creative team to generate digital assets that align with content strategies.
- Support extended team members in content creation by providing research, insights, and editing assistance.
- Monitor ASD's social media handles, interact with the audience, and respond to comments to foster engagement.

Contributions

- Enhance brand authority by producing well-researched and trend-driven content.
- Improve audience engagement and organic reach through optimized and high-quality content.
- Strengthen ASD's digital presence by actively managing social interactions and conversations.
- Drive content performance by leveraging AI-powered tools for optimization and personalization.
- Support business growth by aligning content strategies with ASD's marketing objectives.

About AgileSapce Digital

AgileSpace is a digital-first MADTECH (MarTech, AdTech, DataTech and Performance Marketing) services partner that helps our clients through Managed Services, mission-critical Marketing and Advertising Operations and processes, MarTech Enablement and affordable Strategy and Consulting Services.



Established in 2021 with the mission to be the world's leading marketing and advertising technology services partner for organizations, marketing leaders, agencies, publishers and technology enablers. For over 4 years, AgileSpace has delivered proven, reliable, accountable and cost-effective services driving extraordinary value.

AgileSpace 24 x 5 delivery model staffed with proven specialists, consultants and delivery leaders guided by a consultative approach, helps our clients save money and achieve measurable results. We also proudly partner with leading marketing technology leaders, like Salesforce and Braze, to provide the right solutions for our clients.

For more information, visit www.agilespace.digital