

You will:

- Be responsible for the content creation process from concept to publishing for miscellaneous Real Estate, Medical, Commercial, Retail, Architecture projects.
- Participate as a major contributor in setting the annual media calendar for each project.
- Act as the brand voice and react to daily updates through different media channels.
- Create a content repository and idea bank for each project.
- Identify the latest content trends that can help AlRabat's brand achieve different objectives including but not limited to Awareness, Recognition, and Lead Generation.
- Manage the brand online reputation and advocate properly and creatively in case of brand attacks.
- Create online/offline marketing and operations collaterals and recommend optimal forms for production.
- Liaise with team members including Digital Marketing Lead, Community Manager, Graphic Designer, Brand Managers to ensure that AlRabat brands are perceived as market leaders.

You must have:

- Bachelor's Degree in Mass Communications/Integrated Marketing Communications/Literature/Business Administration (Marketing Major) or relevant discipline.
- Excellent Arabic/English content editing skills.
- Outstanding proofreading capabilities.
- Experienced with SEO friendly writing.
- Familiarity with writing for different media outlets including Social Media Platforms, Blogs, Mobile Marketing, Outdoor Advertising, 2D Animation, and Filmed Materials.

Reports to:

- Marketing & Communications Manager

Office location:

- AlRehab City
- Periodic Meetings to be held in the Corporate Headquarters in New Cairo

Benefits:

- Medical Insurance
- Social Insurance
- Annual Leave
- AlRabat+ Discounts Card
- Flexible Working Hours

Potential promotions:

- Senior Content Manager
- Creative Head