

## Job Description: Content Writer

**Duration of Engagement:** 1 Month

### **Job Summary:**

We are seeking a skilled Content Writer to develop and refine content for the official website of Arcus Policy Research. The successful candidate will assist in crafting compelling content for key pages, including the home page, about us, what we do, our team, publications, and other relevant sections.

### **Requirements:**

1. Education:
  - Bachelor's degree in English, Journalism, Communications, or a related field.
2. Experience:
  - At least 1 year of experience in content writing, preferably for websites or digital platforms.
  - Proven track record of producing high-quality, engaging content.
3. Skills:
  - Excellent writing and editing skills.
  - Strong understanding of SEO principles and content optimization.
  - Ability to research and understand complex policy topics.
  - Familiarity with content management systems (CMS) is a plus.
  - Proficiency in Microsoft Office Suite.
4. Personal Qualities:
  - Strong attention to detail and ability to meet deadlines.
  - Good communication skills and ability to work independently.
  - Creativity and ability to adapt tone and style according to the brand voice.
5. Technical Requirements:
  - Reliable internet connection and necessary software tools for content creation.
  - Ability to work remotely and manage time effectively.(optional)

### **Key Responsibility Areas (KRAs):**

#### **1. Content Development**

##### Objective:

- Develop high-quality content for key website pages.

Responsibilities:

- Write engaging content for the home page, about us, what we do, our team, publications, and other relevant sections.
- Conduct research to ensure content accuracy and relevance.
- Collaborate with the team to ensure content aligns with organizational goals and branding.

## **2. Content Refinement and Editing**

Objective:

- Ensure all content is polished and error-free.

Responsibilities:

- Edit and refine content to enhance clarity, coherence, and readability.
- Apply SEO principles to optimize content for search engines.
- Ensure consistency in tone and style across all website content.

## **3. Project Management and Delivery**

Objective:

Meet project deadlines and deliverables.

Responsibilities:

- Manage time effectively to meet the project timeline.
- Submit drafts and final content on schedule.
- Be available for feedback and revisions as needed.

## **4. Collaboration and Communication**

Objective:

- Work effectively with the team.

Responsibilities:

- Communicate regularly with the project team regarding progress and challenges.
- Participate in discussions to ensure content aligns with organizational objectives.
- Provide feedback and suggestions for improving content quality.

This outline provides a comprehensive framework for the content writer role, ensuring that the candidate understands their responsibilities and can deliver high-quality content within the specified timeframe.