

# African Business Association, Yorkshire

<https://abfb.co.uk/job/content-creation/>

## Content Creation

### Description

We are looking for a talented and passionate Content Creator to join our team as a volunteer and contribute to expanding our brand's vision and mission. As a Content Creator volunteer, you will be responsible for developing engaging and compelling content for our company's social media handles and website. Your work will play a vital role in building brand awareness, attracting and engaging our target audience, and promoting our organization's goals and values.

### Responsibilities

1. Create high-quality, original content for our social media platforms and website, including written articles, blog posts, social media captions, and visual assets.
2. Conduct research to gather relevant information and insights related to our industry, target audience, and current trends.
3. Collaborate with the marketing team to understand the brand's voice, tone, and messaging guidelines, ensuring consistency across all content.
4. Generate innovative ideas and concepts to effectively communicate our brand's vision and mission through compelling storytelling.
5. Develop content that is engaging, informative, and tailored to the preferences of our target audience, with a focus on increasing brand awareness and driving user engagement.
6. Stay updated with industry trends, best practices, and emerging technologies in content creation, social media, and digital marketing.
7. Monitor and analyze the performance of content across various platforms, using data and insights to make informed decisions and drive continuous improvement.
8. Work closely with cross-functional teams to gather inputs, understand business objectives, and incorporate feedback into content development.

### Qualifications

1. Previous experience in content creation, copywriting, or related fields is preferred, but not required.
2. Exceptional writing and editing skills, with a keen eye for detail and a strong command of grammar and punctuation.
3. Creativity and the ability to think outside the box to develop engaging and persuasive content.
4. Basic knowledge of SEO best practices and an eagerness to learn and apply them to optimize content.
5. Familiarity with social media platforms and content management systems is a plus.
6. Passion for our organization's mission and the ability to align content with our brand's voice, tone, and values.
7. Strong research skills to gather and analyze information from diverse sources.
8. Ability to work independently, meet deadlines, and manage multiple projects simultaneously.
9. Excellent communication and collaboration skills, with the ability to work effectively within a team environment.

### Hiring organization

African Business Association,  
Yorkshire

### Employment Type

Volunteer

### Date posted

7 December 2023

### Application Deadline

29.02.2024

**Job Benefits**

Join us as a volunteer Content Creator and make a meaningful contribution to our organization by creating captivating content that expands our brand's vision and mission. Together, we can create an impact and drive positive change.