



Care Direct, a multinational marketing agency with offices in **SEE & MENA** regions, is seeking to recruit for our office in Sofia an experienced **Content Manager** to join our team.

Job Description

The Content Manager will oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience. As a Content Manager, the ideal candidate should create, improve and maintain content to achieve our business goals. Additionally, they should share content to raise brand awareness and monitoring web traffic and metrics to identify best practices.

A. Responsibilities

- Creating and publishing content.
- Managing the development of content.
- Developing content strategies.
- Ensuring content is clearly communicated.
- Ensuring content is consistent across platforms.
- Promoting content.
- Optimizing content according to SEO.
- Managing content calendar.
- Analyzing website traffic.
- Ensuring compliance with laws and regulations.
- Collaborating with the marketing team.

B. Requirements and skills

- Demonstrated 3-4 years of expertise in creation content.
- Strong understanding of digital marketing concepts and tactics.
- Experience in implementing and optimizing social media campaigns.
- Proficiency with content management systems.
- Hands on experience with SEO/SEM.
- Strong copywriting skills.
- Ability to develop original content.
- Highly developed attention to detail.
- Highly developed creativity.
- Excellent organizational & analytical skills.
- University or BSc degree in Communications, Journalism, Marketing or related field.

C. What we offer:

- Competitive salary, depending on candidate's profile and experience.
- A friendly working environment comprising of young, enthusiastic, multi-national staff.
- Continues professional learning and developing opportunities.

If interested, please send you CV to hr@caredirect.com