

Digital Content Specialist

We are looking for a full-time Digital Content Specialist with a passion for internet marketing to be part of our content creation team. This role is based in Hong Kong or Singapore and will work closely with the editorial and marketing departments across the two regions.

Key Responsibilities:

- Generate new content ideas with the editorial team
- Conduct SEO keyword research
- Optimize website content and landing pages
- Review and analyze the websites for content that can be optimized
- Keep abreast of SEO and integrated marketing trends
- Monitor and evaluate organic traffic and search performances

Required Skills:

- Excellent verbal and written communication skills (English)
- A proactive team player with a "can-do" attitude and the ability to work independently
- An interest in family and lifestyle content
- Functional understanding of SEO best practices and web analytics tools (e.g. Google Analytics Universal & GA4, WebTrends)

Optional Skills:

- Proven SEO track records
- Previous experience in content marketing or media publishing
- Knowledge of schema markup, HTML, JS, and CSS
- Functional experience in WordPress

Benefits of Sassy Media Group

- This is a full-time role with a friendly team that offers flexible hours and remote working opportunities.

If you are a motivated, results-oriented individual with a love of learning, we would love to hear from you! Please send your CV and cover letter to: jobs@sassymediagroup.com detailing why you are interested in the role.

Subject line: SMG Digital Content Specialist - Your Name

The applicant must be eligible to work in Hong Kong or Singapore and be based in Hong Kong or Singapore (unfortunately we cannot sponsor a visa).