

**REBECCA ADVENTURE TRAVEL** is an innovative tour operator, focused on authentic trips in Ecuador, Peru & Colombia, based in Cumbayá, Quito-Ecuador.

## **JOB DESCRIPTION CONTENT WRITER**

As a Content Writer, you are mainly responsible for creating, reviewing, and editing content for the website, social media sites, and other marketing communications channels. You work full time, one day from home and the rest from our office in Cumbayá.

## **TASKS & RESPONSIBILITIES**

- ❖ Create, review and edit marketing content.
- ❖ Work simultaneously with the Marketing team to maintain consistency between marketing campaigns and published content.
- ❖ Update the website, content pages, social media, and other marketing communication channels.
- ❖ Conduct research on key SEO terms and run periodic SEO Optimizations.
- ❖ Management of external communicators like press, bloggers & influencers.
- ❖ Monitor traffic metrics.
- ❖ Identify customers' needs in relation to the company and write content to cater to those needs.

## **NECESSARY SKILLS**

- ❖ Excellent written and creative marketing communication skills in English.
- ❖ High knowledge of Project Management.
- ❖ (Desired) High knowledge of SEO best practices.
- ❖ BSc degree in Marketing Communications, Digital Marketing, English Marketing Literature, or relevant fields.
- ❖ At least 3 years of experience as a content writer or related fields.

## **THE IDEAL CANDIDATE**

- ❖ Has excellent writing skills and is highly detail oriented.
- ❖ Ability to multitask, work independently and meet deadlines.

To apply, please send your CV and motivation letter to [hr@rebeccaadventuretravel.com](mailto:hr@rebeccaadventuretravel.com)