

Job Title : Web Content Editor

OVERALL PURPOSE:

- ◆ Responsible for creating, editing, and managing website content daily to ensure it is engaging, accurate, and aligned with our brand's voice. This includes daily promotional updates and website performance analytics. A basic understanding of website maintenance and content management systems (CMS) is essential.

RESPONSIBILITIES:

- ◆ Write, Edit and Publish high-quality content for Vattanac Bank's website, ensuring it meets SEO best practices
- ◆ Collaborate with various department and internal marketing team to gather information and create relevant content
- ◆ Maintenance of the website to ensure all content is up to date and functioning properly
- ◆ Monitor website performance and report/fix issues as soon as possible
- ◆ Implement SEO strategies to improve site visibility and search engine rankings and analyze and report on content performance using analytics tools

REQUIREMENTS

- ◆ Bachelor's degree in communications, marketing or related field
- ◆ At least 3 years of working experience related to website management in a corporate or agency environment
- ◆ Proven experience in content writing and editing, preferably for websites
- ◆ Experience with analytics tools to track content performance
- ◆ Basic knowledge of website maintenance and familiarity with CMS platforms
- ◆ Understanding of SEO principles and best practices
- ◆ Familiarity with HTML/CSS is a plus
- ◆ Ability to work collaboratively in a cross-functional team environment.
- ◆ Adept at designing amidst uncertainty, with a knack for generating innovative ideas to complement the tasks at hand.
- ◆ Good written and verbal communication skills in English and Khmer
- ◆ Willingness to work beyond office hours to meet project deadlines or to attend to ad-hoc requests from top management.
- ◆ Willingness to travel to different provinces as required to provide support to the bank's branches and events.
- ◆ Ability to work in a fast-paced environment while managing multiple tasks.

Contact Info:

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