



**SCORECARD**

# Content writer

**32-40 UUR // MEDIOR/SENIOR**



# Your mission as Content Writer

The Content writer has a deep passion for telling the business brand's story by written words and visuals in order to interest the business's audiences across a breadth of media. The content writer, as part of the marketing team, should therefore be able to develop engaging content to attract and retain customers. It's also essential to be up to date with new technologies and marketing trends.

The Content writer is highly familiar with the best practices in SEO, Ad content and social media marketing. The role of the Content Writer comes with a high level of creativity, project management skills, and attention to detail.

# Accountabilities

01

Ensure the quality of the published content is in line with our content strategy goals such as website, social media, ads and knowledge base.

02

Up-to-date and self-explanatory tone of voice guide according to our yearly business objectives.

03

Clean, structured and up-to-date content library on all internal systems and tooling such as Wordpress, Sharepoint , Figma and Miro.



# Competenties en skills

- » Minimum of 3 year experience as content writer, copywriter or similar role.
- » Education or certificates related to creating content.
- » Perfect writing, interviewing & editing skills.
- » Strong skills in research, SEO & (digital) content strategy.
- » Exceptional communicative, collaborative and persuasive skills.
- » Adaptability and strong attention to detail.
- » Strong time management and organizational abilities.
- » Ability to prioritize and meet (critical) deadlines.
- » Critical-thinker and problem-solver.
- » Your writing in both Dutch and English is highly proficient

# Responsibilities

- » Identify customer needs and gaps in our content and recommend new topics on a monthly basis.
- » Creating engaging and inspiring content, through a predefined process, in various types such as blogs, cases, vacancies, whitepapers, social media and adcopy.
- » Share content through paid, owned & earned channels to ensure strong web & brand presence.
- » Collaborate with inhouse specialists, like our management-, design- and development team to produce high quality content deferred from our core values
- » Develop content calendar, delegate tasks and ensure deadlines are met



- » Making sure content is optimized considering SEO- and data insights.
- » Reviewing and making sure that our official documents, for example quotes, SLA's and employee guide, conform to our tone of voice guide.
- » Keeping up to date on industry and market trends, best practices and internal innovation and preparing forecasts related to content.
- » In collaboration with marketing, you analyze metrics periodically to improve the quality of content and reach business objectives.



# Output

These indicators will allow you to contribute optimally to the company's goals and successes.

Publish at least x blogs, x cases & x downloads (whitepapers, worksheets, etc.) per year aligned with our Marketing strategy.

Yearly survey on the qualitative aspect of our content, visuals and tone of voice resulting in an 8+.

Up-to-date content library so everyone can find the right materials matching their needs, for example photos, logo's, social media materials and whitepapers.

Revised content calendar and topic roadmap in our monthly marketing rhythm.

Define industry standards on types of content we publish in one overview and meet those standards for every content piece we publish to help reach KPI's.

Conduct x content A/B experiments each year.



Let's start your  
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