

Content Writer

Branding & Marketing · Colombo, WP

Likuid Ventures is a privately held venture builder, established in 2014. It has successfully co-founded and invested in business brands in technology, retail, workspaces, F&B & hospitality industries - both in Sri Lanka and the UAE.

Likuid Ventures is on the lookout for Content Writers to work together with a team of in-house designers, as well as external collaborators, and innovate in the art of effective communication. In this role, you'll be instrumental in crafting compelling written content that showcases our brand, products, and industry expertise across various platforms.

Key Responsibilities:

- Collaborate with the marketing team to create effective marketing content highlighting product features, benefits, and solutions.
- Write engaging content for various platforms such as product descriptions, blog posts, case studies, white papers, and brochures.
- Customize content for different platforms including websites, social media, email campaigns, and digital ads to maximize engagement.
- Develop creative content for social media platforms like Facebook, Instagram, Twitter, and LinkedIn to boost brand awareness and engagement.
- Ensure all content aligns with brand guidelines, tone, and key messaging to maintain consistency and strengthen brand identity.
- Thoroughly proofread and edit content for grammatical accuracy, clarity, and consistency.
- Work closely with cross-functional teams to create cohesive and visually appealing content.
- Stay updated with industry trends and emerging technologies to incorporate relevant information into content.
- Optimize content for SEO to enhance organic visibility and website traffic in collaboration with the Marketing Team.

Essential Skills:

- Bachelor's degree in Marketing, English, Journalism, Communications, or related field.
- Proven experience as a content writer or copywriter, preferably in marketing or technology industries.
- Experience in creating content for social media platforms.
- Strong writing, editing, and proofreading skills with attention to detail.
- Excellent research and analytical skills.
- Knowledge of marketing principles to create engaging content.
- Ability to work independently, meet deadlines, and manage multiple projects.
- Effective communication and collaboration skills.
- Basic knowledge of graphic design and video editing tools is a plus.