



Vacancy

Dynamic Fluid Control, a local manufacturer of valves, has a unique and diversified portfolio of products catering for the mineral processing, power generation, water and affluent markets. We have a strong strategic approach towards active participation in global markets.

The following position has become available at DFC:

POSITION: Junior Copywriter (Permanent) #DFC030624-1
LOCATION: Benoni
REPORTING TO: Marketing Manager

JOB SUMMARY STATEMENT: As a Junior Copywriter at Dynamic Fluid Control, you will be responsible for assisting in the creation of compelling written content that effectively communicates our brand message, product features, and value proposition. Working closely with senior team members, you will contribute to various marketing materials, including website content, product descriptions, promotional campaigns, and marketing collateral.

KEY PERFORMANCE AREAS (DUTIES & RESPONSIBILITIES):

1. **Content Creation:** Assist in writing clear, concise, and engaging copy for a variety of marketing materials, including website pages, blog posts, social media posts, email campaigns, product brochures, and advertisements.
2. **Product Descriptions:** Collaborate with product development and marketing teams to create informative and persuasive product descriptions that highlight key features, benefits, and technical specifications of our valve products.
3. **Brand Messaging:** Help maintain consistency and coherence in brand messaging across all communication channels. Ensure that written content aligns with the company's brand voice, tone, and style guidelines.
4. **SEO Optimization:** Support SEO efforts by incorporating relevant keywords and phrases into written content to improve search engine visibility and drive organic traffic to our website.
5. **Proofreading and Editing:** Assist in proofreading and editing written content to ensure accuracy, clarity, and adherence to grammatical and stylistic standards. Identify and correct errors in spelling, punctuation, and syntax as needed.
6. **Content Planning:** Participate in content planning meetings and brainstorming sessions to generate ideas for new content initiatives and campaigns. Contribute creative insights and suggestions for content topics and themes.
7. **Research:** Conduct research on industry trends, market dynamics, competitor activities, and customer preferences to inform content development strategies and enhance the relevance and effectiveness of written content.
8. **Collaboration:** Collaborate effectively with cross-functional teams, including marketing, design, product development, and sales, to gather information, clarify requirements, and coordinate content creation efforts.

ACADEMIC QUALIFICATIONS:

- Bachelor's degree in English, Journalism, Civil/Mechanical Engineering, Communications, or a related field.

EXPERIENCE:

- 2+ years of experience in copywriting or editing

- Freelance writing projects or side gigs where you have written content for clients or personal projects can also be relevant experience.
- Technical writing internships or entry level positions

KNOWLEDGE, SKILLS & ABILITIES:

- Strong writing skills with excellent command of grammar, punctuation, and syntax.
- Creativity and ability to craft compelling narratives and persuasive messages.
- Attention to detail and commitment to producing high-quality written content.
- Familiarity with SEO best practices and principles of keyword optimization.

BEHAVIOURAL COMPETENCIES:

- Ability to work collaboratively in a fast-paced environment and meet tight deadlines.
- Strong organizational and time management skills, with the ability to prioritize tasks effectively.

CLOSING DATE: 10 June 2024

Please note we have a DFC recruitment mailbox. Kindly send your detailed CV to the following email address:

recruitment@dfc.co.za

In line with our commitment to transformation, suitable qualified candidates from previously disadvantaged groups will be given preference.

While the company's recruitment policy stipulates that all positions will be advertised, provision is also made for appointments to be made in accordance with the company's succession planning strategy and practice when filling vacancies