**Key Responsibilities:**

* **Website Content Creation:** Write, edit, and update website content to ensure it is informative, engaging, and optimized for SEO.
* **Social Media Management:** Develop, schedule, and post content across various social media channels, engaging with our audience and responding to comments and messages.
* **Content Strategy Collaboration:** Work closely with the marketing team to brainstorm and implement content strategies that align with business goals and target audience preferences.
* **Analytics Monitoring:** Track and analyze website and social media performance metrics, providing insights and recommendations for improvement.
* **Campaign Support:** Assist in the creation and execution of digital marketing campaigns, including email marketing and promotions.
* **Brand Consistency:** Ensure all content is consistent with our brand voice and messaging across platforms.