

Gaza Great Minds

We Will Read Again

Copywriter

Gaza Great Mind Family consists of talented team of non-paid volunteers across the world who manage the fundraising, social media and web presence for the project. Our role is to showcase the work of the talented educational teams on the ground and advocate for them to raise financial support and educational resources.

We believe that any family is as strong as the members allow it to be. GGM family is seeking highly energetic, passionate and qualified individuals who care about children's education in Gaza during all circumstances. GGM family offers a rewarding experience psychologically by making a real impact on the present & future of the children of Gaza.

Role brief

GGM Copywriter responsibilities include writing original copy and slogans for awareness and advertising campaigns, editing and publishing GGM's articles and maintaining brand consistency across online channels. Ultimately, you will create informative and engaging content about GGM for our audiences.

Responsibilities:

- Research industry-related topics and identify gaps in our content.
- Write original copy for ads and social networks.
- Prepare and publish articles that describe Gaza Great Minds.
- Edit and fact-check pieces of content generated by colleagues.
- Use SEO practices to optimize articles and increase visibility.
- Liaise with Designers to enrich text with visual aids, like images and charts.
- Shape language and tone used in GGM emails, banners and brochures.
- Monitor metrics related to our content, like web traffic and conversion rates.
- Ensure all content is up-to-date.

Ideal volunteer would poses:

- Experience as a Copywriter is desirable.
- Excellent writing and editing skills, with a keen eye for detail.
- Hands-on experience with Content Management Systems is ideal.
- An ability to write creative copy both for small and large pieces of content.
- Solid time-management skills.
- Basic keyword search knowledge.