

# INTEGROMED

Integrated Medical Solutions

**Ready to be part of** one of the one-stop providers of customized solutions for healthcare facilities with a global reach? **Apply now!**

For our office in Cairo, Sheikh Zayed/Giza, INTEGROMED is hiring a:

## Content Creator

### What will you do?

- Research industry-related topics
- Prepare well-structured drafts using digital publishing platforms
- Writing and reviewing content for social media pages and public communications
- Create and distribute marketing copy to advertise our company and products
- Brainstorming and suggesting new ways to improve traffic by tapping into new platforms and channels
- Interview industry professionals and incorporate their views in blog posts
- Edit and proofread written pieces before publication to maintain consistency in content and ensure alignment with the brand history and plans
- Ensure that the content is compliant with the copyright and data protection laws
- Conduct keyword research and use SEO (terms added to online content to improve search engine rankings for those terms) guidelines to optimize content
- Promote content on social networks and monitor engagement (e.g. comments and shares)
- Identify customers' needs and recommend new topics
- Coordinate with marketing and design teams to illustrate articles

### Technical skills:

- Proven work experience as a Content Creator, Copywriter or similar role
- Portfolio of published articles
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Excellent writing and editing skills in English
- An ability to fact-check long-form content pieces
- Time-management skills
- Familiarity with SEO

### Required personal skills:

- Dedication, attentiveness, ownership, functional skills, ideas presentation and taking initiative, customer centricity

### Professional experience:

- 1 – 3 years experience

### Educational background

- BSc in Marketing, MassCom, English, Journalism or relevant field

Please send your application to:  
[careersME@integromed.de](mailto:careersME@integromed.de)

Imprint/Company HQ address:

**Integromed GmbH**  
**Zimmerstr. 1**  
**04109 Leipzig**

**\*\* Job location Cairo/Egypt, Sheikh Zayed**