

## **Web Developer, Marketing Specialist and Copywriter- Haliburg Group**

*A multinational conglomerate composed of a vast number of brands and offices that covers a highly diverse range of industries and businesses*

Location: Jdeideh-Lebanon

### **1- Web Developer**

Major: degree in Computer Science, Computer Engineering, or any related field

Experience: 2-4 years of experience as a Web Developer

Major Responsibilities:

- Create website layout/user interface by using standard HTML/CSS practices
- Integrate data from various back-end services and databases
- Be responsible for maintaining, expanding, and scaling our site
- Cooperate with web designers to match visual design intent
- Maintaining and expanding/enhancing the website once built

Additional Requirements:

- Knowledge HTML/XHTML, CSS, JavaScript
- Experience with server-side frameworks such as python, ruby, php, Java, ASP, ASP.NET
- Experience with database systems such as SQL and Oracle

### **2- Marketing Specialist**

Major: degree in Marketing, Business Administration, or any related field

Experience: 2- 5 years of experience as a Marketing Specialist

Major Responsibilities:

- Create visual concepts for promotional activities
- Maintain the online presence and reputation of the company
- Oversee the creation and maintenance of social media content
- Track digital marketing performance
- Oversee the digital marketing budget

Additional Requirements:

- Proficiency with SEO tools
- Knowledge of web publishing
- Experience as a Digital Marketing Specialist or similar role

### **3- Copywriter**

Major: degree in Mass Media and Communication, Marketing, Languages and Translation, English Language and Literature, or any related field

Experience level: 2-5 years of experience as a Copywriter

Major Responsibilities:

- Write compelling and fresh digital content on a daily basis
- Work with designers and front-end developers to ensure copy tone and style are consistent with visual tone and style
- Write and create scripts, slogans, catch phrases and messages for ad campaigns
- Write original copy and edit content for a range of corporate marketing and communications materials
- Use proven strategies to improve search ranking of blog posts (titling, SEO, etc.)

Additional Requirements:

- Experience producing copy for print and digital media channels
- Familiarity with web copywriting best practices
- Experience with SEO concepts and social media marketing
- Excellent writing and editing skills in English

How to apply:

Kindly send your CV and contact the Career Services Center, E-mail: [career.services@balamand.edu.lb](mailto:career.services@balamand.edu.lb),  
Ext. 7801; 7802