



Ministry of ICT



SESSION 3: OVERVIEW OF ONLINE WORK

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Job Available Online

- Content and Article Writing
 - Editing and Proof Reading
 - Blogging
 - Copywriting
- Virtual Assistant
 - Web Research
 - Video Captioning
 - Affiliate Marketing
 - Content and Article Writing
- Transcription
 - Transcription
 - Video Captioning
 - Translation
- Digital Marketing
 - Affiliate Marketing
 - Social Media Marketing
 - Email Marketing



Jobs Available Online

- In online work, just like any other traditional work there are different categories of jobs that an individual can pursue.
- In most cases the jobs that are selected by any individual is defined by interest(hobby) and skills possessed by that person



Content Writing and Article	Editing and Proof Reading	This involves working on documents such as reports, minutes Power Point Presentations	Office suit know how, Editing skills, English spelling, English grammar and PPT graphic development
	Blogging	pieces of web content that are allow reader engagement in the form of blog comments and social media shares, likes, and follows.	Content writing, CSS and HTML, Networking, Follow-up, Photo Editing, Social Networking, and Marketing



Job Category	Jobs Title	Description	Attributes
Content Writing and Article	Copywriting	process of writing advertising promotional materials. Copywriters are responsible for the text on brochures, billboards, websites, emails, advertisements, catalogs	Refined Writing Skills Research Skills Writing With Empathy
	Web Writing	Web content writers produce the content for many different types of websites, including blogs, social networks, e-commerce sites, news aggregators, and college websites	Web formatting tools, such as HTML, CSS, and JavaScript and content management systems
	Technical Writing	A type of writing where the author is writing about a particular subject that requires direction, instruction, skill or explanation.	Develop, gather, and disseminate technical information among customers, designers, and manufacturers



Job Category	Jobs Title	Description	Attributes
Virtual Assistant	Data entry	Is the entry and updating of data	Office suite know-how, Typing speed,
	Web Research	Gathering data using Internet based tools and resources	Data mining, Ms Excel and Access, good organization skills
	Video Captioning	Capturing texts on a video	Translation skills, Listening skills, Typing skills, Abilities to note different languages,
	Affiliate Marketing	Marketing arrangement on behalf of other clients online.	Web research, Data mining, office suite know how.
	Content Writing/Article Writing	Developing materials for websites, promotions, adverts etc.	Web research, grammar, Time management, Office suite know-how And Data mining
Transcription	Transcription	Conversion of audio formats into text	Listening skills, proof reading, grammar, typing speed,



	Video Captioning	Captioning is the text version of speech and other sound that can be provided on television, DVDs, online videos, and at cinemas and theatres.	Translation skills, Listening skills, Typing skills, Abilities to note different languages,
	Translation	Conversion of specific forms of languages (audio or video) to formats that can be understood or Interpreted)	Language fluency (English, Spanish, French and Italian) Office suit know how Editing and grammar skills



Digital Marketing	Affiliate marketing	process of earning a commission by promoting other people's (or company's) products.	Friendly disposition, Polished written oral and written skills, punctual response time
	Social Media Marketing	Marketing of products and services using social media platforms such as Facebook, Twitter, WhatsApp, telegram and Instagram	Facebook page management skills Twitter as a marketing tool Instagram as a marketing tool How to generate interactive content, Online activities or games and how to develop concrete marketing strategies



Digital Marketing	Email marketing	This is the use of Email resources to implement and manage automatic marketing systems this is a core component of customer relationship management and is usually used with co-operations with a large Email database	Conversant with one of the following email automation software Hubspot Callidus Cloud Adobe Campaign and finally have good data mining skills
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