

Join ABZ Group as a Content Writer & Kickstart Your Creative Career!

Hey there, wordsmiths! Do you have a knack for crafting engaging product descriptions, compelling blog posts, and persuasive marketing copy? If so, we've got the perfect opportunity for you!

Who We Are

ABZ Group is a **fast-growing eCommerce company** behind leading brands such as **Deals.mu, Otayo, Mauritius Attractions, Ciné sous les Étoiles, and Restaurants.mu**. With over 70 team members and growing, we're on the lookout for a **motivated Content Writer** to join us and be part of something amazing.

What You'll Be Doing

As a **Content Writer**, you'll play a key role in shaping our brand's voice and driving engagement. Your responsibilities will include:




- ✓ **Content Creation:** Write, edit, and optimize high-converting product descriptions, blog posts, website content, and marketing copy that resonates with our target audience.
- ✓ **SEO & Optimization:** Implement SEO best practices to improve search rankings and maximize visibility.
- ✓ **eCommerce Storytelling:** Craft compelling narratives that enhance the shopping experience and boost conversions.
- ✓ **Translation:** Translate and refine content between **English & French**, ensuring tone and messaging stay on point.
- ✓ **Market Research & Analytical Thinking** : Conduct in-depth research on industry trends, consumer behavior, and competitor strategies to inform content development. Apply **logical reasoning** to analyze data and optimize content strategy.
- ✓ **Collaboration & Brainstorming:** Work closely with the multiple teams to **bring fresh ideas to life**.

What Makes You a Great Fit?





We're seeking a talented writer with:

- ✓ **Proven Experience in content writing**, preferably in eCommerce, digital marketing, or SEO-driven copywriting.
- ✓ **SEO Knowledge** – You understand keywords, search intent, and how to make content rank.
- ✓ **Fluency in English & French** – You can write and translate content effectively between both languages.
- ✓ **Detail-Oriented & Analytical** – You have **high accuracy and strong logical reasoning** in crafting content strategies
- ✓ **Time Management & Research Skills** – You can work independently, meet deadlines, and adapt to fast-paced environments.

Bonus Points If You Have:

-  A degree in English, Journalism, Communication, or a related field.
-  Basic knowledge of WordPress & Google Analytics.
-  You can write with precision while applying structured thinking to content strategy.

Why Join Us?

-  **Creative Freedom** – We value fresh ideas and innovative approaches to content.
-  **Career Growth** – Continuous training, mentorship, and opportunities for advancement.
-  **Exciting Work Environment** – A dynamic, collaborative team where your creativity is celebrated.
-  **Perks & Benefits** – Exclusive discounts on our platforms, fun team activities, and more!

Ready to Apply?

If you're passionate about content writing and eager to make an impact in the digital space, we'd love to hear from you! Send your CV to **hr@abzgroup.info** or apply directly on our careers page.

Come join us on this exciting journey—you might just find your future with ABZ Group!