

Content Writer (Freshers)

Job Description

SN	Required Information	Details
1.	Role	Content Writer
2.	Technical Skill Set	Long-form writing, copywriting, social media writing, editing, proofreading, ideation, SEO
3.	Desired Qualification	A Bachelor's or Master's degree in one of the following streams: English Literature, Comparative Literature, Functional English, Journalism, Mass Media, Digital Marketing, Economics, Sociology, Psychology, Political Science, Commerce, Philosophy, Advertising and allied streams
5.	Location of Requirement	Delhi, Noida, Chennai, Mumbai, Kolkata
6	Year of Passing	2023 Passing out candidates only

Desired Competencies (Technical/Behavioral Competency)	
Must-Have	<ul style="list-style-type: none"> • Excellent verbal and written communication skills • Very good command of English • A keen eye for grammar, spelling, syntax and sentence construction • Creative and innovative thinker and planner • Confident of producing work across platforms like web, mobile apps and social media • Able to align multiple brand strategies and ideas • Collaborate with team members to accomplish goals • Able to multitask, prioritize, and manage time efficiently • Ability to create quality content and meeting deadlines • Create copy for online marketing campaigns

Good-to-Have

- Reading habit
- Ability to work in a fast-paced environment
- Familiar with SEO techniques and best practices
- Experience working with designers and developers to create content
- Data analysis
- Customer journeys
- Experience creating content to fit strict requirements (maximum character counts, required callouts, etc.)
- Experience writing to defined target audiences
- Creating channel strategy plans to increase engagement with specified target audiences
- A basic understanding of at least one the following sectors:
BFSI/Telecom/Aviation/Manufacturing/Pharma/Healthcare/Travel/Tourism/Education).
- Have one's work published in the literary magazines published by the college/university.
- Eagerness to learn about technologies that support and improve content development.
- The candidate should be a seasoned creative writer/dramatist/artist, and part of their school's/college's literary/debates/cultural/quiz team(s).

SN	Responsibility of / Expectations from the Role
1.	Rewrite and refresh legacy content to meet current messaging goals and fit new templates
2.	Research and organize facts
3.	Consistently brainstorm and collaborate with the team for new ideas and strategies
4.	Collaborate with campaign managers, creative team and designers
5.	Edit content produced by other members of the team
6.	Analyze content marketing metrics and deliver/rewrite content to support continuous content optimization efforts accordingly