

<b>Job Title:</b>	Content Writer	<b>Department/Group:</b>	Marketing
<b>Location:</b>	Bangalore	<b>Level/Salary Range:</b>	Junior-level
<b>Position Type:</b>	Full-time, Contract	<b>Will Train Applicant(s):</b>	Yes, on product and market

### Job Description

#### IS THAT YOU?

We are looking for an experienced content writer who can develop content that accurately reflects company messaging, is able to present ideas in variety of writing styles. The role requires good grasp of technology industry and business. It also requires proficiency in following various editorial styles. If you think you have it in you, don't delay, send in your resume!

#### ROLE AND RESPONSIBILITIES

- Produce well-researched content optimized for SEO
- Utilize industry best practices and familiarity with the organization's values to inspire ideas and content
- Communicate and cooperate with SMEs to produce valuable content
- Follow an editorial calendar, collaborating with other members of the team to ensure timely delivery of materials
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS

- 2-5 years of proven record of excellent writing demonstrated in a professional portfolio
- Degree in English language or Marketing
- Impeccable grasp of the English language, including idioms and current trends in slang and expressions
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Familiarity with content requirements and the company's brand image, products, and services

#### PREFERRED SKILLS

- Ability to work independently with little or no daily supervision
- Ability to work on multiple projects with different objectives simultaneously

YOUR LOGO  
HERE

**Company Name**

- Strict adherence to the style guides of each company and their policies for publication