

## Content Writer

### Brief about the job

We are seeking a talented Content Writer who is passionate about applying their creative talent to establish SmartKarrot as a leading authority in the Customer Success space. You will be working with our global team to create valuable content to wow prospects, educate customers, and grow our brand in the marketplace. We are a leading SaaS Customer Success company on a high-growth trajectory—this makes it an enviable opportunity for your career. We are a very fast-paced, collaborative, culture-driven environment.

If you are someone who is passionate about content creation, highly organized, creative, data-driven, and a self-starter, we would like to hear from you.

### Responsibilities

1. Write high-quality, original, engaging content to establish SmartKarrot as a leading authority in the Customer Success space.
2. Develop a variety of market-facing content for the blog, website, sales collaterals, emails, Quora, etc. Perform periodic updates of strategic content.
3. Ensure all content is of the highest quality, well-researched, brand-voice and style-guide consistent, SEO-optimized, engaging, and conversion-oriented.
4. Perform simple keyword research (to gauge market interest) and analyze top competitor content (to get perspectives and gaps) to create helpful content that rises above the noise.
5. Coordinate with marketing and design teams to illustrate articles.
6. Progressively establish yourself as a thought leader in the Customer Success space. Establish, nurture, and leverage influencer relationships and co-marketing opportunities.
7. Develop expert understanding of the industry, company, product, buyer personas, customers, competitors, and ecosystem players.
8. Monitor and analyze content performance for reporting and optimization.

### Requirements

1. 4-8 years of proven work experience as a Content Writer or similar role (including some in B2B SaaS and technology space).
2. Professional portfolio of published content demonstrating excellent writing skills in English.
3. Bachelor's degree in English, Communications, Journalism, Public Relations or similar is preferred.

4. Tech-savvy with the ability to make technology easy-to understand even for non-technical readers.
5. Ability to work in a fast-paced, high-growth start-up environment involving cross-team collaboration.
6. Exceptional communication and interpersonal skills to effectively interface with key internal and external stakeholders.
7. Prior experience in the Customer Success, Customer Experience, or a related space is highly preferred.

**Position type - Full time**

**Location - Bangalore**

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