

Manager – Content Writing (Articles / Blogs / Web Content)

Delhi, Bangalore

5-10 years

Responsibilities and Duties

1. Writing SEO friendly content for our website.
2. Write fresh content for websites, blogs, social media, online articles based on research.
3. Writing a wide variety of topics for multiple platforms (website, blogs, articles, social updates, banners, case studies, guides, white papers, etc).
4. Consistently brainstorming and collaborating with team for new ideas and strategies.
5. Develop strategies to increase traffic through content copies.
6. Conducting research on the given topics to come up with engaging content that provides in-depth knowledge of the same.
7. Work with designers, marketing, sales, external influencers & industry experts to produce relevant content that meets the needs of our audience.
8. Researching markets and industries to compare and create content that is innovative and original.
9. Build a following on social media (Twitter, Instagram, and Facebook mainly) for the brand by creating engaging content and instigating conversations.

Required Experience, Skills and Qualifications

1. Excellent verbal and written communication skills.
2. Excellent grasp of English language.
3. Willingness to work in a dynamic environment and willingness to learn new things and styles
4. Ability to write compelling content on various topics.
5. Creative and innovative thinker and planner.
6. Confident in producing work across multiple platforms.
7. Able to align multiple brand strategies and ideas.
8. Able to multitask, prioritize, and manage time efficiently.
9. Self-motivated and self-directed.
10. Bachelors degree in creative writing, journalism, English, or related field preferred.
11. Ability to work independently or as an active member of a team.
12. Proficient computer skills, including Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel) and Google Docs.
13. Good interpersonal skills and communication with all levels of management.
14. Strict adherence to company policies and style.
15. Extensive knowledge of the company, brand, and product preferred.