

Job Description for Content Writer

Location : Noida

Requirement : 1 Candidate

Education : Any Graduate – Any Specialization

Job type : Part time (Regular)

Experience : Min. 1 Year

We are looking for a Content Writer to join our editorial team and enrich our websites with new blog posts, guides and marketing copy.

Responsibilities

- Research industry-related topics (combining online sources, interviews and studies)
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts using Content Management Systems
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed

Requirements and skills

- Proven work experience as a Content Writer, Copywriter or similar role
- Portfolio of published articles
- Experience doing research using multiple sources
- Familiarity with web publications
- Excellent writing and editing skills in English
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Ability to meet deadlines
- BSc or any graduate in Marketing, English, Journalism or related field.