

JOB OVERVIEW			
JOB TITLE	Content Writer		
JOB NO. / ID	Techies 0104	DATE LISTED	8/7/2021
JOB LOCATION	Amritsar		
GENERAL DESCRIPTION	We are currently looking for an extremely motivated, creative and passionate Content cum Copy writer to join our team. The ideal candidate would have more than 2 years of experience with expertise in healthcare, fashion, consumer goods, eCommerce niches.		
DIVISION / DEPARTMENT	Digital Marketing/Journalism	REPORTS TO: NAME	Mr. Anurag Byala
SUBDIVISION	Content Writing/Social Media	REPORTS TO: TITLE	CEO
POSITION DETAILS			
<input checked="" type="checkbox"/> FULL-TIME	<input type="checkbox"/> PART-TIME	54	HOURS PER WEEK
<input type="checkbox"/> CONTRACTOR	<input type="checkbox"/> INTERN	<input type="checkbox"/> EXEMPT	<input type="checkbox"/> NONEXEMPT
DETAILED JOB DESCRIPTION	<p>A minimum of 2 years of writing experience beyond education.</p> <p>A very high level of creativity. Writers must create original work and develop ideas around the title provided by SEO team.</p> <p>Should know how to write Blogs/Articles/Press-Releases/and marketing copies for social media, SEO and digital marketing.</p> <p>Social Perceptiveness. Writers need to have their finger on the pulse of their readership, so that their copy is relevant and modern. Writers must understand how their readership will react to their writing.</p> <p>Exceptional Writing Skills - Writers must be able to write with proper tone, feeling, sentence structure and emotion. Grammar counts a lot!</p> <p>Attention to detail and strong organizational skills.</p> <p>Must be able to present a portfolio of exceptional self - created writing output. Should be ready for multiple revisions</p>		
Roles & Responsibilities	<ul style="list-style-type: none"> • Write & provide content to meet clients as well as internal digital marketing needs. <ul style="list-style-type: none"> • Create and curate content as required <ul style="list-style-type: none"> • Write content for Client websites • Write content for blogs • Write product descriptions for eCommerce websites <ul style="list-style-type: none"> • Write articles for off-page SEO campaigns • Write press-releases and catalog content whenever required • Following instructions provided by Team Lead, and write content accordingly • Research on unique writing styles and can generate amazing user-friendly ideas around content <ul style="list-style-type: none"> • Provide short-content for Social Media posts • Content proof-reading 		

EDUCATION REQUIREMENTS	Graduation in journalism and mass communication, or specialization in English/M.A. in English		
Skills/Proficiency in Tools	Slack/Asana/Google Sheets/Grammarly/Copyscape or plagiarism tools		
Benefits & Other Details			
CTC Offering	Negotiable	Joining	Immediate
Working Days	6 Days a week		
How to apply	Email CV at gaytari.tiwari@iamtechie.com , or hr@techiesinfotech.co.in		
Interview process			