

**Job Title:** Content Writer - English

**Location:** Kolkata Onsite

**Job Type:** Full-Time

**Salary:** Industry Standard

## Overview

We are seeking a talented **Content Writer - English** who can deliver compelling and engaging content with a quick turnaround time. The ideal candidate should be a self-starter, capable of working with minimal guidance, and have excellent time management skills. This role requires versatility in content creation, strong organizational skills, and the ability to meet tight deadlines.

## Key Responsibilities

- 1. Content Development:**
  - Write engaging, informative, and persuasive content for platforms such as Facebook, Twitter, Instagram, etc., including posts, captions, articles, video scripts, and creative copy in English.
  - Create short-form creative copy for static content like banners, posters, and advertisements.
  - Develop video scripts, meta descriptions, thumbnail content & ideas and optimize headlines for articles and news releases.
- 2. Editorial Oversight:**
  - Ensure content quality through strong editorial oversight, focusing on clarity, coherence, and appeal to the target audience.
  - Edit and proofread English content to ensure grammatical accuracy and alignment with editorial guidelines.
  - Provide insights and suggestions to improve written content based on performance and audience engagement.
- 3. Trend Awareness and Style Adaptation:**
  - Stay up-to-date with trending content styles across social media and digital platforms, adapting writing styles to remain relevant and engaging.
  - Develop content that not only informs but also resonates deeply with a diverse audience, ensuring effective communication of key messages.
- 4. Time Management and Efficiency:**
  - Demonstrate exceptional time management skills to deliver high-quality content within tight deadlines.
  - Manage multiple projects effectively, working efficiently under pressure and meeting deadlines consistently.
- 5. Content Strategy and Execution:**
  - Assist in creating and maintaining a content calendar to ensure consistent, timely posting across platforms.
  - Regularly assess content performance and suggest improvements to maximize reach and engagement.
- 6. Collaboration:**
  - Work closely with graphic designers and video teams to ensure content aligns

- with visual elements and enhances creative direction.
  - Contribute basic design thinking to help shape visually appealing content that complements overall campaigns.
  - Collaborate with cross-functional teams to produce cohesive campaigns that drive engagement and align with strategic goals.
- 7. Audience Engagement:**
- Develop content that encourages active interaction and fosters conversations with the audience.
  - Respond to comments, messages, and inquiries on social media platforms promptly and professionally.
- 8. Monitoring and Reporting:**
- Use analytics tools to track content performance, engagement, and audience response.
  - Prepare reports on content effectiveness and provide actionable recommendations for future content strategies.

## Qualifications

- **Education:** Bachelor's degree in English, Journalism, Communications, or a related field.
- **Experience:**
  - Minimum of 2-3 years of professional writing experience, particularly in content creation for social media and digital platforms.
  - A portfolio showcasing previous work, especially in content creation for social media or digital marketing, is a plus.
- **Skills:**
  - Strong English writing, editing, and proofreading skills with a focus on clarity, tone, and style.
  - Familiarity with social media trends and best practices for content creation.
  - Basic understanding of SEO principles and their application in content writing.
  - Excellent collaboration skills and ability to work effectively within a team.
  - Strong organizational skills, quick TAT, and ability to work independently with minimal guidance.