

Job Title: Content Writer - Hindi

Location: Kolkata

Job Type: Full-Time

Salary: Industry Standard

Overview:

We are seeking a skilled **Content Writer - Hindi** with expertise in creating engaging and impactful content for various digital platforms. The ideal candidate should have a strong editorial outlook, be well-versed in trending content styles, and excel in time management to meet tight deadlines. The role requires versatility in content formats, excellent collaboration skills, and a creative approach to digital content creation.

Key Responsibilities:

1. **Content Development:**

- Write compelling, informative, and persuasive content for platforms like **Facebook, Twitter, Instagram, LinkedIn**, etc., including **posts, captions, articles, video scripts, and creative copy** in Hindi.
- Create **short-form creative copy** for static content like banners, posters, and advertisements.
- Develop **video scripts, meta descriptions**, and optimize headlines for articles and news releases to enhance engagement.

2. **Editorial Oversight:**

- Apply a **strong editorial outlook** to ensure content is clear, well-structured, and impactful.
- Edit and proofread Hindi content for grammatical accuracy, coherence, and alignment with editorial standards.
- Offer recommendations for improving written content based on performance metrics and audience feedback.

3. **Trend Awareness and Style Adaptation:**

- Stay updated on **trending content styles** across digital platforms and adapt writing techniques to suit current trends.
- Craft content that is both informative and resonates with a wide audience, ensuring the message is communicated effectively in Hindi.

4. **Time Management and Efficiency:**

- Exhibit **exceptional time management** skills to deliver high-quality content within strict deadlines.
- Efficiently handle multiple projects while working under pressure to meet deadlines without compromising content quality.

5. **Content Strategy and Execution:**

- Contribute to the creation of a **content calendar**, ensuring timely and consistent content posting across platforms.
- Regularly analyze content performance and provide suggestions for improving reach, engagement, and impact.

6. **Collaboration:**

- Work closely with **graphic design** and **video teams** to ensure content aligns

- with visuals and enhances overall campaign direction.
 - Bring **basic design thinking** to content creation, assisting design teams in making the content visually appealing.
 - Collaborate effectively with other team members to produce unified and engaging digital campaigns.
7. **Audience Engagement:**
- Develop content that sparks **active interaction** and encourages meaningful conversations with the audience.
 - Respond to comments, messages, and social media inquiries promptly and professionally.
8. **Monitoring and Reporting:**
- Use analytics tools to monitor content performance, engagement, and audience response.
 - Prepare reports on content effectiveness and provide strategic recommendations for content optimization.

Qualifications:

- **Education:** Bachelor's degree in Hindi, Journalism, Communications, or a related field.
- **Experience:**
 - Minimum of **2-3 years** of professional content writing experience, especially for **social media** and **digital platforms** in Hindi.
 - **A portfolio** showcasing previous Hindi content work, particularly in social media, marketing, or digital outreach, is a plus.
- **Skills:**
 - Strong **Hindi writing, editing, and proofreading** skills with a focus on grammar, tone, and style.
 - Knowledge of **social media trends** and best practices for digital content.
 - **Basic understanding of SEO** principles for content writing.
 - Excellent **collaboration skills** and ability to work in a team environment.
 - **Visual thinking** to assist design teams in creating content that is both engaging and visually attractive.

This role provides an exciting opportunity to leverage your Hindi writing skills and creativity to contribute to dynamic content strategies and engage audiences across various digital platforms.