

Job Title: Content Writer

Location: Kolkata

Job Type: Full Time

Salary: Industry Standard

Overview:

The Content Writer will play a pivotal role in creating engaging, informative, and persuasive written content for the social media pages of the Digital Outreach and Citizen Engagement initiative of the Government of West Bengal. This role involves crafting messages that resonate with diverse audiences, convey key government initiatives, and encourage citizen participation, enhancing the overall digital outreach strategy.

Key Responsibilities:

1. Content Development:

- Create compelling and concise written content for various social media platforms, including Facebook, Twitter, Instagram, and LinkedIn.
- Write posts, captions, articles, scripts for videos, and other materials that align with project goals and resonate with the target audience.

2. Research and Analysis:

- Conduct thorough research on government initiatives, policies, and relevant topics to ensure accurate and effective messaging.
- Stay updated on current trends and public interests to inform content creation and engagement strategies.

3. Audience Engagement:

- Develop content that encourages interaction and engagement from the community, fostering meaningful conversations and feedback.
- Respond to comments, messages, and inquiries on social media platforms in a timely and professional manner.

4. Collaboration:

- Work closely with the social media team, graphic designers, and video editors to ensure a unified approach to content production and distribution.
- Participate in brainstorming sessions to generate new ideas for campaigns, initiatives, and content themes.

5. Content Strategy:

- Assist in developing and implementing a content calendar to ensure timely and consistent posting across all social media channels.

- Analyze the performance of content to determine the impact of different messaging strategies, making recommendations for improvement.

6. Editing and Proofreading:

- Review and edit written materials for clarity, coherence, and grammatical accuracy before publication.
- Ensure that all content adheres to the branding guidelines and communication standards of the Government of West Bengal.

7. Monitoring and Reporting:

- Monitor engagement metrics and social media analytics to track content performance and audience response.
- Prepare regular reports on content effectiveness, audience engagement, and recommendations for future content based on analytics.

Qualifications:

- **Education:** Bachelor's degree in English/Bengali, Journalism, Communications, Marketing, or a related field.

- **Experience:**

- Minimum [2-4 years] of professional writing experience, preferably in content creation for social media, marketing, or public relations.

- Portfolio showcasing previous writing work, especially in a government or nonprofit context if available.

- **Skills:**

- Excellent writing, editing, and proofreading skills with a strong command of grammar and style.

- Familiarity with social media platforms and best practices for online communication.

- Ability to tailor messaging for different audiences and platforms, ensuring maximum engagement.

- Basic understanding of SEO principles and practices is a plus.