

**Position Vacant:**

Content Writer

**Job Description:**

- Create high quality articles, PRs, blogs, brochures, webpage content, PPTs, PRs, corporate web pages, video content as well as content for Social and other digital marketing collateral. (US Based Electronic Retailer)
- Conducting research to create high-quality, information-rich and interesting content.
- Should be able to write 5-6 Articles/PR/Blog Posts per day
- Writing product description for new products on website.
- Carry out enhancement on current content.
- Coming up with engaging strategies for social media, Web content on-website and off-website
- Developing user-friendly content.
- Incorporating keywords into quality written content as required for SEO.
- Proofreading, editing to ensure clean copy for fellow writers.
- Mentoring/training fellow content writers.

**SKILLS OR EXPERIENCE**

- Must have worked or working with ecommerce business house (fashion, lifestyle, jewelry etc.) with very good exposure of writing content for US audience.
- At least 5 years of experience and a deep understanding of creating and executing highly impactful and engaging web & social media campaigns.
- Strategic thinker with in-depth knowledge of running online and offline events, promotions, and contests.
- An exceptional command/Mastery over English grammar with a flair for writing. Excellent written and spoken English language skills.
- Experience in creating quality content - articles, blog posts, brochures, PPTs, PRs, corporate web pages, video content as well as content for Social platforms (Facebook, twitter etc)
- Must be capable of writing high quality content.
- Exceptional writing, editing and proof-reading skills.
- A very good understanding of SEO content writing.
- Excellent understanding of content marketing, and Google's algorithm that affects ranking of page from content perspective.
- Must possess demonstrated ability to work creatively and analytically in a high-pressure problem solving environment. Must be a self-starter. Have a great, positive attitude
- 6-8 years of experience.
- Ability to collaborate with internal and external members of the team including members who are technical, non-technical, partners and senior executives.
- Team player with positive attitude.
- Proficient in Microsoft Word, Excel, and PowerPoint presentations.
- Experience with internet-based research.

**Desired work experience (in complete years):****Minimum:**

4 years

**Maximum:**

6 Years

**Compensation Offered:**

Negotiable

**Location of posting:**

Jaipur (Rajasthan)