

JOB DESCRIPTION

Position Vacant:

Content Writer

Level of the Position:

Executive/ Assistant Manager

Purpose of the Job:

The Purpose is to develop and create Interesting and Relevant Stories for our TV channels related to Gemstones, Jewellery and Life Style Product. Develop Well-researched and accurate story points / Talking Points related to our products to support the Sales Team

Key Responsibilities:

Collecting Information and Preparing event /Product storyboard with help of Gemstone, Designers, Merchandisers, and Buyers.
LSP Event Boards need to be developed with help from local Merchants, Vendors and Channel Buyers.
Creating concise, eye-catching, and innovative headlines and body copy
Researching and organizing facts and sources
Consistently brainstorming and collaborating with the team for new ideas and strategies
Researching markets and industries to compare and create content that is innovative and original
Collaborating with the Cross-functional Teams
Monitor content and check if the same is correct and relevant
Well-researched and accurate content will be produced on tight deadlines/defined timelines.

Qualification & Key Competencies:

Minimum 2-3 year experience in content writing would be helpful if the Individual is from Gemstone Field
Excellent overall writing skills in a number of different styles/tones and is a creative writer.
Impeccable spelling and grammar
Deep understanding of consumers and what motivates them to buy
Great research, organizational, and learning skills
High comprehension of software like Microsoft Word, Microsoft Excel and Google Docs
Familiarity with keyword placement and other SEO best practices

Location:

Jaipur, India