

## Job Description

**Job Title** : Content Writer  
**Position Reports** : Director- TIET

**Job Location** : Patiala

### Main Purpose

The main purpose of this job is to create print and digital content for companies that provides information or showcases the products or services they offer. To develop content that accurately reflects company ideals, content writers often research the material they need to write each article or product description. They collaborate closely with a content manager and clients to write according to a company's editorial style. An effective writer works independently and consistently meets deadlines.

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|---------------|---|
| Qualification | Master's degree in communications, marketing, English, journalism, or a related field   |
| Experience    | 3 - 8 years of relevant experience  |
| Competency    | <ul style="list-style-type: none"><li>• Proven work experience as a Content Writer, Copywriter or similar role.</li><li>• Portfolio of published articles.</li><li>• Experience doing research using multiple sources.</li><li>• Familiarity with web publications.</li><li>• Excellent writing and editing skills in English</li></ul> |

### Specific Accountability & Job Responsibility

- Produce well-researched content for publication online and in print
- Organize writing schedules to complete drafts of content or finished projects within deadlines
- Utilize best practices and familiarity with the organization's mission to inspire ideas and content
- Communicate & cooperate with a writing team, including a content manager, editors, & web publishers
- Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results
- Produce well-researched content for publication online and in print

### Compensation

- Compensation will not be a constraining factor and will be the best in the sector.
- Interested candidates can send their CVs by email (amandeep.dhot@thapar.edu) by **28<sup>th</sup> Feb 2023**