

Candidate profile: Copy/Content Writer

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| Designation | Copy cum Content Writer |
| Qualification | Any graduate/post graduate. Specialization with English/journalism/mass communication would be an advantage. |
| Work experience | 2+ years' experience of content writing & Copy writing. Preference will be given to the candidate from Digital Ad agencies. |
| Desired Competencies | Excellent command over English language. Should be able to produce creative copy and content for various digital/social media platform within given time limit. |
| Location | Ahmedabad, Gujarat |
| Remuneration | Best in industry |

Roles & Responsibilities:

-) To coordinate with account executives/managers, content writers and creative designers to define content strategy, communication strategy and social media planning based on client's brief and budget.
-) Familiarizing himself/herself with the services, product, target audience and competitor activities in the market.
-) Brainstorming ideas and concepts for the visual creatives and words with team.
-) Generating original copy ideas that grab the attention of the target audience. This can include creating straplines, slogans, body copy and scripts.
-) To write copy/content for client's social media platforms as well as overseeing the content development phase and coordinating with designers.
-) Presentation of the campaign ideas to the client.
-) To Present creative work to clients for approval or modification.
-) To keep abreast of the latest trends and news that might be important to share with targeted community.
-) Will be responsible for the copy/content output.

Soft Skills -

-) Highly creative and imaginative
-) Confident, self-motivated and believe in collaborative approach.
-) Self-disciplined and believe in team spirit.
-) Pleasant in communication and presentation.
-) Good in human relations.
-) Have an interest in new media trends and techniques.

Selection procedure-

Practical assignment and Personal interview.