

Candidate profile: Copy/Content Writer

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	1. Central Delhi 2. Ahmedabad
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.