

JOB DESCRIPTION

1. JOB DETAILS:

Job Title: Content Writer

Area: Marketing / Outreach

2. JOB PURPOSE:

To develop written content for- publicity collateral such as flyers, leaflets, brochures, presentations, etc.; blogs, articles, social media handles, and the official website of the Institute and for internal communication such as intranet, emailers, newsletter, annual reports, etc.

3. KEY ACCOUNTABILITIES:

Description

- Edit written content for spelling, syntax, grammatical errors, and any other discrepancies.
- Conduct in-depth desk research on issues related to the higher education sector and those related to the various programmes offered by the Institute.
- Assist the Communications, PR, and Admissions teams in developing written content for campaigns.
- Review the existing content from time to time in line with the changing trends and requirements.
- Draft - appropriate yet attractive headlines and concise body copy that will engage with the target groups and speeches, press releases, and related press material.
- Attend in-house Webinars, Masterclasses, Panel Discussions, Events, etc., and capture key takeaways by the Institute's speakers.
- Transcribe thoughts/ideas/insights from the video content generated by the Institute.
- Ensure that the written content - is error-free, original as well as plagiarism-free and adheres to the brand architecture and guidelines.

4. COMMUNICATIONS & WORKING RELATIONSHIPS:

Internal:

- Leadership
- Faculty

External:

- Media
- PR Agency

5. QUALIFICATIONS, EXPERIENCE & SKILLS:

Minimum Qualifications:

- Bachelor's degree in Mass Media, English Literature, Journalism, Management, or related field. Master's degree in the above areas would be desirable.

Minimum Experience:

- A minimum of 2 years of relevant work experience, preferably in the Education or Higher education domain.

Job-Specific Knowledge & Skills:

- Working knowledge of Content Management Systems (CMS) and Search Engine Optimization (SEO)
- Proficient in all MS Office applications.
- Have a portfolio of published articles, blogs, write-ups, etc.
- Excellent writing, editing, and communication skills.
- Ability to multitask in a start-up-like environment.
- Ability to deliver quality content in a quick turnaround time.
- Ability to work as a team player and coordinate with multiple stakeholders.
- Understanding of how different social media platforms work, their tonality, audience, content formats, etc.
- Demonstrating promise to grow from a Content Writer to a Content Manager role in the future.