



## **Position - Associate Copywriter**

## **Location - Bangalore**

### **About Social Panga**

Social Panga is a creative digital marketing agency that specializes in crafting innovative and impactful campaigns for brands. We believe in the power of storytelling, data-driven strategies, and creative excellence to deliver results that matter. Our team is a mix of passionate thinkers, creators, and strategists who thrive on turning ideas into reality.

### **Position Overview**

We are seeking a creative and enthusiastic Associate Copywriter to join our dynamic team. The ideal candidate will be a wordsmith with a knack for crafting compelling narratives, witty one-liners, and engaging social media content. You'll collaborate with cross-functional teams to ideate, create, and optimize content that resonates with audiences and meets client objectives.

### **Key Responsibilities**

- Content and Campaign Ideation: Write crisp, engaging copy for social media posts, ads, scripts, slogans, and other marketing collaterals. Also, contribute to campaign conceptualization under the guidance of seniors
- Creative Brief Development: Assist in crafting creative day-to-day briefs, individual topical content, and moment marketing posts that align with brand voice and campaign objectives
- Account Ownership: Demonstrate ownership -and accountability for assigned tasks while ensuring timely delivery and high-quality output.
- Team Co-ordination: Proactively coordinate and brainstorm with Brand Solutions, Art, Copy, and Video teams.

## **Qualifications**

- 0-2 years of experience in copywriting, content creation, or related field
- Strong writing, grammar, and proofreading skills
- Basic understanding of social media platforms and digital marketing principles
- Ability to adapt writing style to different brand voices and platforms
- Portfolio demonstrating creative writing abilities
- Delivers quality work consistently while maintaining efficiency in operations and meeting deadlines

## **Why Join Social Panga?**

- Be part of a creative and collaborative team that values innovation and excellence.
- Work with diverse clients and industries, creating impactful campaigns.
- Opportunity to grow and hone your skills in a fast-paced, dynamic environment.
- A culture that encourages creativity, ownership, and fun!
- Social Panga is an equal-opportunity employer and values diversity at our company.