



Position - 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 looking for a creative and strategic Copywriter to join our dynamic team. The ideal candidate will be responsible for crafting compelling content, ideating campaigns, and ensuring the success of client deliverables. You will work closely with cross-functional teams to create content that resonates with audiences and achieves client objectives.

If you have a knack for words, a passion for storytelling, and the ability to adapt to fast-paced environments, we'd love to hear from you!

Key Responsibilities

- Content and Campaign Ideation: Brainstorm and develop innovative ideas for social media campaigns, posts, and other digital content. Develop content that aligns with Social Panga's creative-first approach and meets client objectives
- Account Ownership: Collaborate with designers, strategists, and account managers to conceptualize and execute integrated campaigns. Meet tight deadlines while managing multiple projects simultaneously
- Pitch Contribution: Actively participate in and contribute to client pitches by developing campaign communications, including social media posts, slogans, media copy, jingles, and scripts for new clients
- Research Thinking: Conduct research on industry trends, client markets, and competitors to inform content creation

Qualifications

- 1-3 years of professional copywriting experience, preferably in a digital marketing or advertising agency
- Strong portfolio showcasing versatile writing skills across different digital formats
- Excellent command of English with impeccable grammar and proofreading abilities
- Understanding of social media platforms and content best practices
- Ability to translate creative briefs into compelling copy
- Ability to work under tight deadlines and manage multiple projects simultaneously
- Collaborative mindset and team player attitude
- Knowledge of languages other than English is a plus (for multilingual campaigns)

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.