**Job Description - Content Writer**

We are India based [mention your business for eg., SAAS-based Startup Product] company. Setting up a Marketing Team in India. We are looking for a Content Writer to join our editorial team and enrich our websites with new blog posts, guides, ebooks and marketing copy.

- Domain: [Mention the domain]

- Geography: [specify the area you want to target]

- Experience: X years

- Work Location: [mention the location, if work from office/Remote (anywhere in India)]

- Employment Type:- Full time/Part-time/Contract base

**Requirements:**

* Experience content creation for enterprise technology or software industry.
* Write marketing content to drive top-of-funnel awareness about SAAS B2B Platform.
* Drive the entire marketing communication and collateral development for the target market.
* Drive the content marketing initiatives like blogs, articles and social media the PR and Influencers Build.
* Define strategic roadmaps and deploy digital solutions across paid, owned and earned channels.
* High engagement modules with Linkedin, Facebook, Twitter, Instagram and other social media platforms.
* Have a thorough knowledge of search ranking factors and critical updates.
* Keep pace with SEO, outbound campaign, search engine, social media and internet marketing industry trends and development.
* SEM Strategy, Planning and Execution.
* Ability to work independently, manage projects, and meet deadlines.

**Role & Responsibilities:**

* Utilize SaaS industry best practices and familiarity with the organization's mission to inspire ideas and content
* Create content marketing campaigns to drive leads and subscribers Use SEO best practices to generate traffic to our site
* Conducting in-depth research on Saas industry-related topics in order to develop original content.
* Developing content for blogs, articles, product descriptions, social media, PR articles, Email templates, Product guide, script and the company website.
* Assisting the marketing team in developing content for advertising campaigns.
* Proofreading content for errors and inconsistencies.
* Editing and polishing existing content to improve readability.
* Conducting keyword research and using SEO best practices to increase traffic to the company website.
* Creating compelling headlines and body copy that will capture the attention of the target audience.
* Identifying customers’ needs and recommending new content to address gaps in the company's current content.
* Write clear marketing copy to promote our products/services.
* Prepare well-structured drafts using Content Management Systems.
* Proofread and edit blog posts before publication.
* Coordinate with marketing and design teams to illustrate articles.
* Promote content on social media.
* Ensure all-around consistency (style, fonts, images and tone).
* Update website content as needed.
* Aware of the latest trend and viral news.

**Skills:**

* Effective communication skills
* Negotiation skills
* Stress tolerance- to remain calm under pressure
* Self-motivation and confidence
* Target oriented
* Customer service orientation
* Active Listener