

Role:- Content – Ganesh Udhayasankar  
Regular office hours: - 9.30 AM – 6 PM  
Date:- 1<sup>st</sup> April 2020 – 31<sup>st</sup> March 2021

**Job Role Summary:**

The content writer is responsible to develop and create content for print, digital media or product descriptions. This role reports into the RD.

**Key Results Area #1 – Research Skills**

- Perform research to develop and produce fresh content as per the requirement. Ensure for every brief the right research is done to get workable content and ideas.

**Key Results Area #2 – Develop Engaging Content**

- All mailers, teasers, templates and social media posts have content that will engage the audience.

**Key Results Area #3 – Manage Wings Events Social Media Presence**

- Help the social media team develop Wings Events presence on social media. Constantly ensure Wing is active and liked by people on social media.

**Key Results Area #4 – Engage with creative team**

- Help video team with content
- Proof read content that leaves the creative room

**Key Results Area #5 –Engage with marketing team**

- Support the marketing team with all communications and help draft suitable email templates for them.

**Key Results Area #6 – Wings Culture code**

- Reporting time to office is 9.30 AM
- Follow dress code
- Notify reporting manager for leaves in advance. Comp off's need to be approved in advance