

Communication and Content writer

You are required to play a vital part of maintaining the organization's content, image and of communicating its message to its customers, investors and the general public.

As a strategist you are required to work with top executives in the organization to craft an overview of how the company wants to be perceived, and how it is going to project a positive image. This can involve focusing in on exactly the right message, and then deciding on the broad outlines of a campaign to disseminate that message.

Your role will be defined against the 3 broad parameters to achieve the aimed results:

Research -

- Market research and competitor analysis on best competitive edge on their content strategy and social media updates

Social Media Strategy

- To strategize Corporate external communication and social media presence
- Maintain Linked-In forum for active social influence through Articles, updates, company page, groups and active Discussions.
- To forefront the Presentations in Real Estate -Events/Conferences/Seminars.
- Facebook - Maintain and keep it updated at all times with Company's activities and Achievements
- Website - Content Syndication - This includes managing storyboards/videos.
- Source Social Media Vendors Relationships and Maintain Relationships

Content Development –

- To manage the editing of reviews of the marketing team
- Business Writing on Strategic Corporate Developments, Product Launches, Market Information/Trends
- Lead the vertical of Cover Stories with our user base and in close association with Marketing Team
- Lead Blogs and other content needs for marketing Brand image of the company

About Us

Roofpik is a unified property reviews and buyer-focused information platform for smarter buying, renting, and investing decisions. Teeming with genuine user reviews, fact-based property insights, costing, lifestyle and liveability index, and heat maps, Roofpik takes a leap beyond conventional listings and classified ads.

We're out to ensure that anyone using Roofpik's web and mobile app platform makes a decidedly better decision powered by our sharp use of proprietary machine learning and data analytics algorithms.