

Are you a passionate writer with expertise in the personal finance domain? Are you eager to make a meaningful impact and propel your career forward? We invite you to be a part of the success story of one of India's most reputed financial services companies. Join our team as an Assistant Manager and embark on a journey of professional growth.

Core responsibilities:

1. Content Writing/Editing

- Write SEO-optimized articles to enhance online visibility and engagement.
- Edit and review articles and short copy for accuracy, clarity, and adherence to brand guidelines.
- Write performance marketing copies, WhatsApp messages, SMS and mailers.

2. Grammar and Quality Control

- Ensure impeccable grammar and adherence to quality standards in all content produced.

3. Content Planning/Ideation

- Pitch innovative ideas for long-form and short-form content to enhance the company's content portfolio.

4. Cross-Team Collaboration

- Collaborate with various teams to gather insights and ensure content aligns with company goals.

What are we looking for?

1. Ownership and Accountability

- Demonstrate a strong sense of ownership and accountability for all content-related tasks.

2. Adaptability to Fast-Paced Environment:

- Thrive in a fast-paced work environment, managing multiple tasks efficiently while maintaining high-quality output.

3. Team Player

- Reliable, helpful, flexible, and works well in a collaborative environment.

4. Writing Expertise

- Possess a passion for writing. Experience in financial writing is an added advantage.

5. Fast Learner

- An enthusiastic learner who delivers quality content and goes the extra mile to help achieve business goals.

Experience/Qualifications:

- Excellent writing skills with 4-5 years of experience in writing B2C content.
- Bachelor's degree in Mass Communication, Journalism, etc.
- Proven experience in content writing and copywriting, preferably in the financial services sector.

Company: Poonawalla Fincorp

Designation: Manager - Content

Reports to: Content Head

