

Section	Description
School/Department Name	Sports Academy
Contact Name	Vishal K
Email Address	Vishal.k@woxsen.edu.in
Phone Number	
Job Profile Information	
Job Title	Content Specialist
Department	
Reporting To (Title)	The Director of Sports & Coaches
Number of Positions	2
Job Summary	We are looking for a creative and talented Content Specialist to join our team and develop engaging content for Woxsen Sports Academy. You will be responsible for creating a variety of content, including website copy, social media posts, blog articles, and press releases.
Key Responsibilities	<ul style="list-style-type: none"> • Create engaging content for a variety of channels, including the Woxsen Sports Academy website, social media platforms, blog, and press releases. • Develop content that is informative, persuasive, and targeted to the academy's audience. • Manage the content calendar and ensure that content is published on time and on target. • Stay up-to-date on current content marketing trends and best practices. • Work with the marketing team to promote content and drive traffic to the Woxsen Sports Academy website.
Qualifications	
Education	
Experience	
Skills	Skills: <ul style="list-style-type: none"> ○ Excellent writing, editing, and proofreading skills. ○ Strong understanding of content marketing principles and best practices. ○ Experience with content management systems (CMS). ○ Creativity and the ability to develop engaging content. ○ Excellent research and SEO (Search Engine Optimization) skills. ○ Strong social media marketing skills (a plus).

Certifications	
Additional Information	
Preferred Start Date	Immediate
Additional Details	