**Post- Content Writer**

**Job description**

We are looking for a talented and creative **Content Writer** to join our team. The ideal candidate is a skilled writer with a passion for producing compelling content that engages audiences and drives action. You will be responsible for creating high-quality written content across various formats and platforms, aligning with our brand voice, and helping to achieve marketing and business objectives.

**Qualification:**

Any Post Graduate, Graduate

**Experience:**

Must have at least 2 years of experience in relevant field.

**Key Responsibilities:**

* Develop and write clear, engaging, and grammatically correct content for websites, blogs, articles, social media posts, email newsletters, product descriptions, and other digital and print materials.
* Research industry-related topics and identify content gaps that will drive engagement and lead generation.
* Optimize content using SEO best practices to improve search engine rankings and drive traffic.
* Collaborate with the marketing and design teams to create compelling content for campaigns and projects.
* Proofread, edit, and revise content to ensure accuracy, clarity, and consistency with brand tone and style.
* Stay up to date on industry trends and int:egrate them into content development strategies.
* Manage content calendars and meet deadlines for multiple projects.

**Apply on** **deepu.hr@peoplesuniversity.edu.in** **,** **garima.hr@peoplesuniversity.edu.in**

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