Techmango

Senior Content Writer

Description

We are a dynamic and innovative company specializing in IT services, software products, and internet solutions. Our mission is to deliver cutting-edge technology and exceptional service to our clients. We are looking for a talented and experienced Senior Content Writer to join our team and drive our content strategy.

• Content Creation: Write, edit, and proofread high-quality content for various platforms, including websites, blogs, social media, whitepapers, case studies, and marketing materials.

• Content Strategy: Contribute to the development and implementation of a comprehensive content strategy that aligns with our business goals and target audience.

• SEO Optimization: Ensure all content is optimized for search engines to increase visibility and drive organic traffic.

• Collaboration: Work closely with marketing, product, and sales teams to create content that supports product launches, campaigns, and other initiatives.

• Content Calendar: Manage the content calendar to ensure timely delivery of content and maintain a consistent publishing schedule.

• Analytics: Monitor and analyze content performance using analytics tools, and adjust strategies to improve engagement and reach.

• Industry Trends: Stay updated on industry trends and best practices in content marketing, IT services, software products, and internet industries.

Qualifications:
• Experience: Minimum of 5 years of hands-on experience in content writing within IT services, software products, or internet industries.

• Skills: Exceptional writing, editing, and proofreading skills. Strong understanding of SEO principles and content marketing strategies.

• Tools: Proficiency in content management systems (CMS), SEO tools, and analytics platforms.

• Education: Bachelor's degree in English, Journalism, Communications, Marketing, or a related field.

• Attributes: Excellent communication and interpersonal skills. Ability to work independently and manage multiple projects. Strong organizational and time-management skills.

Contacts

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Hiring organization
Techmango Technology Services

Employment Type
Full-time

Job Location
Chennai

Date posted
December 31, 2024