

Job Title: Senior Manager– Content Writer

Location: NCR

Experience (in years): 8-10 years

Reports to: Director & Head – Marketing and Brand

Nature of work: Full Time

About Ashoka University:

Ashoka University is India's premier interdisciplinary teaching and research university. Founded in 2014, the University is acknowledged as a pioneer in governance, pedagogy, quality of teaching, international partnerships, and innovation. It has a holistic approach to education, providing its students (who are selected through a stringent Admissions process) with the skills they need to navigate the complex challenges of the 21st century. Its 3300-plus alumni are making a significant impact across hundreds of prominent organizations and dozens of leading higher education institutions across the world. Its faculty and Centres of Excellence are conducting cutting-edge research into important scientific, societal, economic, and political issues. It is now entering a new phase of growth with major investments in the Sciences, which will produce high-level research into key areas of scientific inquiry.

About the Role:

A talented content writer and a passionate storyteller who can create compelling marketing campaigns, social media content, web copy, and blogs.

We're looking for someone who will help us expand our digital footprint and drive more value through online content. The ideal candidate should have a proven track record of producing pieces to drive awareness and increase engagement.

This position requires a high level of creativity as well as the ability to use data-driven insights to write engaging content. The successful candidate should also be detail-oriented and committed to meeting tight deadlines. Preference will be given to those with a strong writing portfolio and relevant work experience.

Responsibilities

- Compose content for brand campaigns, which will involve concept ideation, concept writing, video scripts, social media posts, landing page content, and more.
- Create brand nomenclature, a tagline, a TOV (tone of voice), and strategic write-ups for the brand.
- Develop content for social media posts, web pages, blogs, articles, podcasts, and email newsletters.
- Create compelling video scripts, both long-form and quick-bite.
- Conduct in-depth research on industry-related topics to develop original content.
- Proofread the content for errors and inconsistencies.
- Edit and polish existing content to improve readability.
- Conduct keyword research and use SEO best practices to increase traffic to the website.
- Determine the needs of our audience and propose new content to fill the gaps.

Job Requirements

- Bachelors or Master in a relevant field (i.e., communications, marketing, or journalism)
- Experience as a content writer or copywriter at an advertising agency, media house, or social media agency
- 8–10 years of prior experience writing and editing content for a diversity of brands
- The ability to work in a fast-paced environment
- The ability to handle multiple projects concurrently

Application Submission

Please share your CV and portfolio at connect.hrd@ashoka.edu.in with the job title in the subject line – Job title_ApplicantName.

Shortlisted candidates will be assigned a task/project to complete within a specified time frame.

Ashoka is an equal-opportunity employer. Remuneration will be competitive with Indian non-profit pay scales and will depend upon the candidate's experience levels and the overall organization's salary structure.