



Summary

Create, Edit, Proofread and Format the content, with high relevance and quality for both online and offline avenues.

Role

- To write on a variety of topics, such as management education, industry 4.0, innovation, entrepreneurship, sustainability, social responsibility, marketing, finance, HR etc.
- Developing new ideas for content and expressing ideas creatively.
- Write/draft/edit articles, blog posts, press releases, editorials, speeches, quotes etc.
- Generate content, page titles and descriptions for website/s, following the current best practices for SEO.
- Collaborate with the design team for developing and/or shortlisting visuals.

Skills

- Excellent written communication skills
- Excellent editing and proofreading skills
- Flair for writing and ideation
- Excellent MS-Office skills
- Familiarity with web applications and social media

Knowledge

- Basic understanding of management education in India
- Excellent knowledge of the current SEO best practices for web content
- Familiarity with content marketing best practices

Abilities

- To write engaging content
- Well-organised and detail-oriented
- A high degree of commitment and ability to work effectively in a team
- Execution excellence
- Innovation and openness to learning
- To meet strict deadlines and schedules while setting priorities
- To work with frequent interruptions
- To produce accurate and timely work

Qualification

Postgraduate in Communicative English.

Experience

- Experience of 2-5 years in writing content for websites/print/blogs.
- Experience of working in an academic environment, preferably higher education.

Remuneration

On par with industry standards.

To apply

Email your latest resume along with a cover letter to brand@ifimbschool.com with the subject line "Application for the position of Content Writer".