



## JOB DESCRIPTION

**Prepared by:** Digital Marketing Manager  
**Date:** 20-06-2024

**Approved by -** Head Marketing / Registrar / Director  
**Date:**

**Job Title**

**Content Writer**

**Reports to**

**Digital Marketing Manager**

### Duties and Responsibilities:

- Researching industry-related topics, combining online sources to write quality content as per marketing and branding guidelines.
- Writing clear marketing copy to promote our services.
- Preparing well-structured drafts using a Content Management System.
- Sending out Weekly Blogs and monthly Newsletters regularly.
- Conduct thorough research on assigned topics using credible sources to gather relevant information and data.
- Review and revise content for clarity, coherence, accuracy, and grammar, ensuring the final product meets quality standards.
- Choose engaging and relevant topics within the assigned subject area or as per the requirements of the SEO.
- Organize content logically, including the introduction, body paragraphs, and conclusion, to effectively communicate ideas.
- Manage time effectively to meet work deadlines and deliver high-quality content on time.
- Incorporate feedback from various stakeholders, editors, or reviewers to improve the quality and effectiveness of the content.ay updated on developments in the field and continuously improve writing skills through reading, training, and professional development opportunities.

**Qualifications:**

- Master's degree or equivalent education in Content Writing.
- Minimum Bachelor's degree in English, Literature, Journalism, or a related field.
- Must have done language arts, literature, and writing courses during high school.
- Writing Skills
- Language Proficiency
- Adaptability
- Communication Skills
- Attention to Detail
- Critical Thinking
- Research Skills
- Subject Matter Expertise