

# Job Description

**Position:** Assistant Manager - Content & Engagement

**Location:** Noida

## Job Summary

We are seeking a talented and creative Content Writer and Video Creator to join our team. The ideal candidate will have a strong background in crafting compelling written content and conceptualizing engaging videos that align with our brand's voice and objectives. This role requires expertise in content strategy and storytelling to create high-quality materials that attract and retain our target audience.

## Key Responsibilities

- **Content Writing:**
  - Develop high-quality, engaging, and SEO-optimized written content, including blog posts, articles, social media posts, and email campaigns.
  - Craft compelling narratives that align with the brand's tone, voice, and target audience.
  - Conduct research to ensure content accuracy and relevance.
- **Content Strategy and Quality Assurance:**
  - Identify trends, audience preferences, and platform algorithms to create content that maximizes reach and engagement.
  - Analyze performance metrics (e.g., views, engagement rates, click-through rates) to refine content and video strategies.
  - Stay updated on industry best practices for content creation and video conceptualization.
- **Video Content Creation:**
  - Conceptualize and script engaging videos tailored to our target audience for platforms such as YouTube, Instagram, and other social media channels.
  - Create storyboards and detailed video concepts that align with brand goals and can be executed by the video editing team.
  - Collaborate with the video production team to ensure concepts are feasible and align with technical requirements.
  - Incorporate feedback from stakeholders to refine video scripts and concepts.

## Qualifications

- **Education:** Bachelor's degree in Marketing, Communications, Journalism, Film Production, or a relevant experience
- **Experience:**
  - 2+ years of proven experience in content writing, with a portfolio showcasing blog posts, articles, or social media content.

- 2+ years of experience in video content creation, including scripting and storyboarding, with a portfolio of engaging video concepts or scripts.
- Experience with SEO principles and content management systems.
- Familiarity with social media platforms and their video content requirements.
- **Skills:**
  - Exceptional writing, editing, and storytelling skills.
  - Strong ability to conceptualize and script videos that engage audiences.
  - Knowledge of graphic design tools (e.g., Canva) or storyboarding software is a plus.
  - Strong understanding of audience engagement strategies and analytics tools (e.g., Google Analytics, social media insights).
  - Creative mindset with the ability to generate innovative ideas for content and video campaigns.
  - Excellent time management and organizational skills to handle multiple projects and deadlines.
- **Attributes:**
  - Passionate about creating high-quality, audience-focused content.
  - Adaptable and able to thrive in a fast-paced environment.
  - Strong attention to detail and commitment to delivering polished work.
  - Collaborative team player with excellent communication skills.

## **What We Offer**

- Competitive salary and benefits package
- Opportunity to work in a creative, supportive, and innovative team environment.
- Access to professional development resources and tools.