

Job Title: Content Writer Job Location: Bengaluru Job Type: Full-time Shift Timing: 9:30 Am to 06:30Pm

Key Responsibilities:

- **Content Creation:** Write compelling, accurate, and on-brand content for a variety of platforms including the company blog, website, email campaigns, social media, case studies, white papers, product descriptions, and more.
- **Research:** Conduct thorough research to ensure content is based on the latest fintech trends, market insights, and customer needs. Stay up to date with the fintech industry to provide relevant and timely content.
- **SEO Optimization:** Implement SEO best practices to ensure content is discoverable and ranks well in search engines. Conduct keyword research and use data-driven insights to optimize content performance.
- **Collaborate with Teams:** Work closely with the product, marketing, IT and design teams to develop content that supports product launches, marketing campaigns, and thought leadership and technical initiatives.
- **Editing and Proofreading:** Review and revise content to ensure clarity, accuracy, and consistency. Ensure all content adheres to the company's tone, voice, and brand guidelines. Designing Graphics as well.
- **Content Strategy Support:** Assist in the development and execution of content strategies that align with broader marketing goals and help drive brand awareness, lead generation, and customer retention.
- **Analytics and Reporting:** Track content performance using analytics tools to measure engagement, traffic, and conversion rates. Use insights to improve future content strategies.
- **Content Calendar Management:** Assist in planning and managing the content calendar to ensure consistent, on-time delivery of content.

Qualifications & Skills:

- Bachelor's degree in journalism, Marketing, Communications, or a related field.
- 2+ years of experience in content writing, preferably within the fintech, finance, or technology sectors.
- Strong writing, editing, and proofreading skills with a keen eye for detail.
- Proven ability to create engaging, well-researched, and informative content that aligns with brand goals.
- Understanding of SEO principles and best practices.
- Familiarity with content management systems (WordPress, HubSpot, etc.) and marketing automation tools.
- Excellent communication skills and the ability to collaborate across teams.
- Proficiency in Microsoft Office or Google Suite, and familiarity with analytics tools such as Google Analytics, SEMrush, etc.

- Experience with social media writing and management.
- Knowledge of HTML and basic web design principles.
- Familiarity with UX writing and creating content that enhances user experience.
- Passion for fintech and staying up to date on the latest industry trends.

Benefits:

- Competitive salary and benefits package.
- An exciting opportunity to work with a forward-thinking fintech company.
- A creative, dynamic, and collaborative team environment.
- Opportunities for professional development and career growth.
- Flexible work arrangements.