



Position: Content Writer (B2C)

Location: Kolkata

CTC Offered: 2.3 Lpa

About DeltaX

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally buy, track, attribute and report media across search, social media, display RTB, Mobile, Video and other media channels. (www.deltax.com)

Job Description

DeltaX is looking for a creative candidate who has command over the language, enjoys working with different teams and is highly motivated. We are looking for someone who has a strong drive to learn, is committed, disciplined and loves challenges. Someone who is curious, enjoys learning about new technologies and brands and is able to communicate clearly and effectively.

Responsibilities

- Develop a strategy and a content plan based on the industry / brand
- Build out custom content calendar to promote the brand
- Collaborate with cross functional teams - creative, client success, sales
- Proof-read and edit content
- Maintain consistency for content built (tone, images, style)
- Utilize best practices to inspire ideas and content
- Write and edit an array of content types from blog posts to ad copy to long form content

Skills & Requirements:

- Experience in research - to be able to build content strategy
- Conscious of content to capture the voice and style of our clients
- Command over the language - writing and editing skills
- Ability to meet deadlines and work on multiple projects
- Attention to detail and ensuring that the content is fully customized to each brand following required guidelines
- Ability to work independently with little or no daily supervision

- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Prior experience in a digital marketing industry is a plus

Application Process:

- Apply to this position here: <https://forms.gle/1eYxBCehhefwY4iY6>
- You will receive an email confirmation with the next steps.
- Our hiring process is a 2 steps assessment process we evaluate seriously. You need to qualify all 2 round to get shortlisted for the Interviews

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Job Description

DeltaX is looking for a candidate who has experience in digital and B2B content writing. He/she should have exceptional communication skills, good command over language, and take extreme care of content to capture the voice and style of our organization. We want someone who enjoys working with different teams and is highly motivated. We are looking for someone who has a strong drive to learn, is committed, disciplined and loves challenges.

Responsibilities

- Write and edit an array of content types from blog posts to sales copy, presentations to case studies, etc..
- Independently be able to tackle assignments
- Collaborate with cross functional teams - creative, client success, sales
- Proof-read and edit content
- Maintain consistency for content built (tone, images, style)
- Utilize best practices to inspire ideas and content

Skills & Requirements:

- Experience in research - to be able to build content strategy
- Command over the language - writing and editing skills
- Ability to meet deadlines and work on multiple projects
- Attention to detail
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint
- Prior experience in a digital marketing industry is a plus