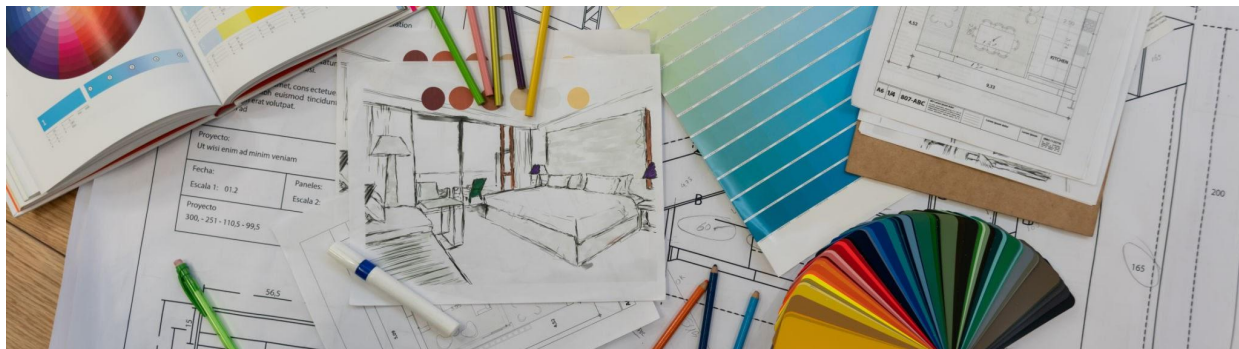




Author Relations Specialist - Hindi

Basics:

- **Location:** Preferably Bangalore office, though WFH is also available.
- **Type:** Full-time role
- **Team size:** 200 - 240 employees

Note: Applications are invited via email only. Please avoid applying on LinkedIn.

About Pratilipi:

Founded in 2014, Pratilipi is a storytelling platform that brings readers, writers, and their stories together. Initially launched as a reading platform, we have now expanded to multiple verticals, including Pratilipi Comics, Pratilipi FM, IVM Podcasts, and WriteOrder.

All the magic happens at our dynamic Bangalore office, where we brainstorm, debate, and execute ideas over endless cups of tea in a fast-paced, innovative environment.

Product Overview:

- Pratilipi Literature: Available in 12 languages
 - Writers: 700K+
 - Stories: 5M+
 - Monthly Active Users (MAU): 30M+
 - India's Largest Self-Publishing Platform
-

About the Role:

As an **Author Relations Specialist (Hindi)**, you will be a key pillar of Pratilipi's Hindi author ecosystem. Your primary responsibility will be to build strong relationships with top authors, guiding them through their writing journey, helping them establish their brand on Pratilipi, and unlocking monetization opportunities. You will ensure their success by solving challenges, offering growth strategies, and providing tailored support.

This role requires **exceptional communication skills, deep passion for literature, and strong problem-solving abilities**. You will work closely with the language leader to nurture author engagement and success.

What We're Looking For:

- Passion for **Hindi literature, writing, and reading**.
 - Highly self-driven, quick learner, and proactive in community engagement.
 - Strong verbal and written communication skills in **Hindi and English**.
 - A people person—someone who enjoys listening, understanding, and building lasting relationships with authors.
 - Well-organized with the ability to manage multiple tasks and prioritize effectively.
 - Strong sense of ownership, accountability, and responsibility in work.
 - Proficiency in **Microsoft Office, G Suite, and professional email communication**.
 - Deep enthusiasm for Pratilipi's mission and a commitment to uplifting Hindi literature.
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Responsibilities:

- Work closely with Pratilipi's language leader to engage with top authors.
- Establish and nurture relationships with authors across **phone, email, Zoom, and in-person interactions**. **Able to handle community of 3000 authors on whatsapp**
- Act as the **trusted representative of Pratilipi**, ensuring authors receive accurate guidance on platform growth and monetization.
- Build a structured communication funnel with **hundreds of authors** over time, assisting them with community-related issues, branding, and monetization.
- Develop personalized growth strategies and success roadmaps for authors.
- Identify and address authors' pain points, disputes, inactivity concerns, security issues, and visibility challenges.
- Gather and escalate key feedback, insights, and recommendations to internal stakeholders.
- Prepare **monthly community reports** to assess progress, highlight issues, and propose improvements.
- Provide hands-on support to authors on non-technical concerns and guide them on tech-related issue reporting.

- Foster **trustworthy, long-lasting, and accountable** relationships with authors on behalf of Pratilipi.
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Benefits & Salary:

- **Salary Range:** ₹3L - ₹5L per annum (based on experience, skills, work location preference etc but for truly exceptional talent, this limit doesn't apply)
 - **Benefits:**
 - Medical insurance
 - Online courses to support your growth
 - Book purchase allowances
 - Mental health consultation support
-

Who Should NOT Apply?

If you are not:

- Excellent in **Hindi writing, reading, or literature.**
 - Passionate about **author engagement and community building.**
 - Naturally curious and eager to learn.
 - Able to explain complex ideas in **simple, clear terms.**
 - Comfortable working in **a fast-paced, dynamic environment.**
 - Proactive, highly motivated, and willing to take ownership.
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How to Apply:

If this sounds like the perfect role for you, email your resume to jitesh@pratilipi.com along with a cover letter explaining why we should hire you.

⚠️ We appreciate original, personal applications. Please avoid AI-generated CVs or emails. ⚠️
Applications via LinkedIn will not be considered.