

# JOB DESCRIPTION

<b>Job Title</b>	Content Writer
<b>Department</b>	Administration
<b>Reporting To</b>	Director, GJIMT
<b>Job Purpose</b>	Responsible for creating insightful and thought leading content across a wide spectrum of academic course content.

## MAIN DUTIES & RESPONSIBILITIES

- Develop and own the content calendar
- Research, write and publish content which resonates with the target audience i.e graduate and undergraduate student for six course's BBA, BCA, BCom , BTMM , MBA, MCA. Hi
- Create a wide range of content including blog articles, social posts,email , web pages and infographics
- Stay up to date on the academic course changes and requirements, and create timely content to share with the target audience for each Course

## KEY SKILLS AND QUALIFICATION

- Excellent written and spoken English
- Proactive in identifying and and creating engaging content
- Successful track record with writing a variety of content types specially in academic area
- Ability to research ideas and communicate to the team
- Some understanding of the various educational courses is desirable
- Experience in Social Media Marketing, SEO is a plus
- Collaborative and team oriented working style

**HOURS OF WORK:** \_\_\_\_\_

6 Days a week , 0830 am – 05: 30 pm

**DURATION OF CONTRACT:** \_\_\_\_\_

1 Year Contract (On Probation)