

Position: Social Media Content Writer

Location: Ahmedabad (Work From Office)

Job Type: Full-time

Job Overview:

We are seeking a creative and detail-oriented Social Media Content Writer to join our marketing team. The ideal candidate will be responsible for creating, editing, and optimizing engaging content for various social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.). This individual will work closely with the marketing team to ensure that content aligns with brand guidelines, marketing strategies, and audience expectations. If you're passionate about social media, storytelling, and have a knack for writing compelling content, we'd love to hear from you!

Key Responsibilities:

Content Creation:

- Write, edit, and publish content (captions, posts, articles, etc.) for various social media platforms.
- Develop creative ideas and campaigns to engage followers and grow audience base.
- Craft content that is on-brand and tailored to the audience for each platform.

Social Media Management:

- Work with the social media manager to plan and schedule posts.
- Monitor and respond to audience interactions (comments, messages) in a timely manner.

Content Strategy:

- Collaborate with the marketing and design teams to create content calendars.
- Stay updated on social media trends, best practices, and platform updates to incorporate into content strategy.
- Analyze engagement metrics and adjust content accordingly.

Brand Voice & Consistency:

- Ensure all content maintains a consistent voice that aligns with the brand identity.
- Adapt tone and messaging for different social media channels while preserving the brand's core values.

SEO & Hashtag Optimization:

- Conduct keyword and hashtag research to optimize posts for visibility and engagement.
- Incorporate SEO principles into writing for better content discoverability.

Multimedia Integration:

- Collaborate with graphic designers, videographers, and other team members to create visually appealing posts.
- Integrate multimedia elements (images, videos, infographics) into social media posts.

Skills and Qualifications:**Proven Experience:**

- 1-3+ years of experience in social media content writing or a related field.
- Strong portfolio of published social media content.

Excellent Writing Skills:

- Exceptional command of the English language (spelling, grammar, style).
- Ability to write concise, engaging, and creative copy for various platforms.

Social Media Expertise:

- In-depth knowledge of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.).
- Experience with social media management tools (e.g., Hootsuite, Buffer, etc.).

Creativity and Attention to Detail:

- Ability to generate fresh, original content ideas.
- Keen eye for detail in writing, grammar, and formatting.

Analytical Skills:

- Ability to analyze engagement data and make informed decisions.
- Understanding of social media metrics and reporting.

Team Collaboration:

- Excellent communication skills and ability to collaborate with other team members.
- Ability to work independently and meet deadlines.

Preferred Qualifications:

- . Experience with SEO principles.
- . Familiarity with design software (e.g., Canva, Adobe Creative Suite).
- . Basic knowledge of digital marketing and online trends.