

Creative Content Writer - (Full Time Role) **Mumbai, India**

ABOUT UNITILE:

Unitile is India's #1 Raised Access Flooring Brand. With over 26 years of experience, Unitile provides successful and efficacious access flooring solutions to the modernized world by comprehensively understanding the workplace environment. With exceptional product quality and an unsurpassed technical support services, Unitile is successfully redefining the structure of today's ever-evolving workspaces with over 15,000+ clients globally.

KEY RESPONSIBILITIES:

- Research industry-related topics (combining online sources, interviews and studies)
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts using Content Management Systems
- Drafting, Proofreading and edit blog posts before publication
- Develop copy on a wide variety of topics for multiple platforms (website, blogs, articles, and social media)
- Submit work to marketing team for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed
- Collaborate with campaign managers, creative team, and designers

REQUIRED SKILLS, QUALIFICATION AND EXPERIENCE:

Skills:

- Excellent listening, verbal and written communication skills
- Must be able to work under pressure
- Proactive
- Time management skills and the ability to deliver to deadlines

Qualification and Experience:

- Any graduate with 2 – 3 years of relevant experience
- MBA will be added advantage

Salary would be in line with the experience

IT'S MUCH MORE THAN WORK HERE AT UNITILE!