***Technical Content Writer - (Full Time Role)***

***Mumbai, India***

**ABOUT UNITILE:**

Unitile is India’s No.1 raised access floor brand and is awarded the prestigious rising brand of Asia in 2021.

We have helped 15,000 + businesses embrace change by creating future-ready workspaces with our intelligent access flooring and data center solutions. Keeping sustainability and innovation as the core of our manufacturing efforts, we use state of the art machinery and automation to increase our global footprint and redefine flooring technology.

Our team has young and dynamic leaders who are building a future of shared success as we work towards our vision of becoming the world leader in raised access floor systems.

**KEY RESPONSIBILITIES:**

* Producing high-quality content that is appropriate for its intended audience
* Work with internal teams to obtain an in-depth understanding of the product and the documentation requirements
* Produce high-quality content that meets applicable standards and is appropriate for its intended audience
* Write easy-to-understand user interface text, online help and developer guides
* Create tutorials to help end-users
* Study product samples and talk with product designers and developers
* Use photographs, drawings, diagrams, animation, and charts that increase users' understanding
* Create and maintain the information architecture
* Onsite and Offsite technical content development for the company marketing Initiative and making it more Visible, accessible, accurate and user friendly.
* Writing onsite content catalog / collection, product descriptions, video descriptions, advertisements, product titles etc.
* Curate highly engaging & converting content for social media, email marketing, blog, and content marketing.
* Editing and Proofreading content are written by other content writers / content team.
* Manage social media presence, engagement, and reputation through various channels such as Facebook, Twitter, Instagram, G+ etc.
* Updating the other blogs on a regular basis.
* Keeps up to date with best practices in writing for the web, social media trends, web usability, web design, and business / industry trends.
* Content for SEO Articles, blogs on top keywords.
* Monitor and contribute to blogs, discussion boards, and email lists.

**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

***IT’S MUCH MORE THAN WORK HERE AT UNITILE!***