

JOB DESCRIPTION OF CONTENT WRITER

About OPJU	Founded by the Jindal Education and Welfare Society, OP Jindal University (OPJU) was set up to bring high quality education to its students based on a world class curriculum, the latest teaching methodology and committed faculty members. The multidisciplinary university aims to develop young professionals and future leaders who will not only power growth and development in the state, but also make a mark globally.
Industry	Higher Education
Post/ Job Title	Content Writer
Job Type	Regular
Reporting to	Vice Chancellor/Registrar
Job Location	Punjipathra, Raigarh (CG)
No. of Position	One (01)
Role	<ul style="list-style-type: none"> • The Content writer will be responsible to create content for blogs, articles, product descriptions, social media, and the University website. The content writer's responsibilities include evaluating analytics to adjust content as needed, regularly updating the University's website, and promoting the university's blog by pitching articles to various third-party platforms. He/She should also be able to follow editorial guidelines when creating content.
The role comes with the following Responsibilities	<ul style="list-style-type: none"> • Conducting in-depth research on industry-related topics in order to develop original content. • Developing content for blogs, articles, product descriptions, social media, and the university's website. • Assisting the marketing team in developing content for advertising campaigns. • Proofreading content for errors and inconsistencies. • Editing and polishing existing content to improve readability. • Conducting keyword research and using SEO best practices to increase traffic to the University's website. • Creating compelling headlines and body copy that will capture the attention of the target audience. • Identifying customers' needs and recommending new content to address gaps in the University's current content.
Eligibility Criteria (Education & Experience)	<ul style="list-style-type: none"> • Bachelor's degree in communications, marketing, English, journalism, or related field. • Proven content writing or copywriting experience. • Working knowledge of content management systems. • Proficient in all Microsoft Office applications. • A portfolio of published articles. • Excellent writing and editing skills. • The ability to work in a fast-paced environment. • The ability to handle multiple projects concurrently. • Effective communication skills.
Salary & Benefits	Salary is not a constraint for the deserving candidate, and other benefit like medical insurance, gratuity, GPAl etc. as per the norms of the University.