

JOB DESCRIPTION FOR CREATIVE CONTENT STRATEGIST (WRITER)

If you're a creative thinker with exceptional writing, conceptualization, and marketing skills, SRS Pro has an exciting opportunity for you! We are seeking a versatile and innovative Creative Content Strategist to join our dynamic team. This role combines the responsibilities of a concept creator, copywriter, and content writer to craft compelling content that resonates with our clients' visions and engages their target audience.

Objectives:

- Thrive in a fast-paced, collaborative environment.
- Continually raise the bar on creativity, developing fresh ideas and content that connect with the desired audience and drive action.
- Comfortably adapt to various styles, voices, and characteristics to meet the unique demands of each client and project.
- Maintain up-to-date knowledge of communication and industry trends, ensuring content remains relevant and effective.
- Ensure consistency in messaging by staying updated on appropriate style guidelines and brand voices.

Responsibilities:

- Understand the clients' line of work and their vision to develop authentic and innovative concepts.
- Collaborate closely with the client and the graphic design team to create captivating and creative designs across multiple mediums.
- Stay informed about recent market trends and emerging technologies to update content strategy.
- Conduct keyword research and optimize content to enhance its performance.
- Write and edit original, engaging content for a variety of marketing and communication materials.
- Present content concepts and final deliverables to internal teams and client representatives as needed.
- Revise content based on internal and client feedback.

Educational Qualification:

A bachelor's degree in journalism, English, communications, or a related field is preferable.

Skills Required:

- Exceptional writing, conceptualization, and research skills. Add on advantage if Hindi and Gujarati are known languages.
- Proofreading experience and a keen eye for detail.
- Ability to work independently and collaboratively within a team to meet deadlines.
- Excellent organizational skills and the ability to multitask effectively.
- Proficiency in Microsoft Word and Excel.
- Knowledge of social media trends and content marketing is a plus.

Highlights:

- Competitive salary ranging from Rs. 20,000 to Rs. 35,000 per month, based on experience.
- Minimum 0-2 years of experience in copywriting, content creation, and concept development with a strong portfolio of work.

- Office Time: 10 AM - 7 PM
- Working Days: Monday to Saturday
- Work from Office

About SRS Pro:

SRS Pro is all about taking action and challenging the norm to find clear-cut solutions to digital marketing challenges. We're a tight-knit team of professionals who are driven to tackle the evolving landscape of the online world. Our solutions not only enhance creative effectiveness but also deliver results that positively impact our clients' businesses.

Our vibrant and youthful workplace is the perfect incubator for fresh ideas, accompanied by the freshest cups of chai (or coffee, if you prefer it over chai). Located in Ahmedabad, SRS Pro has been steadily expanding and is poised for even greater growth in the future.

Office Address: 619, 6th Floor, Shivalik Satyamev, Bopal Junction, S.P. Ring Road, Ahmedabad - 380058.

Google Location: <https://goo.gl/maps/QTmnJwCW3KU6R88q9>

If you believe you possess the skills and creativity to excel in this role, we encourage you to share your resume with us at shyam@srspro.in or call/WhatsApp us at +91 93270 83665.