

Content Writer

Job Description: Ikarus 3D is looking for a passionate & motivated content writer to join our team. The role of the Content Writer is to contribute to our organic growth efforts by developing compelling and search-friendly content that attracts prospective clients. Also, maintain direct relationships with the Business Development team to accomplish it in the given timeframe. You'll plan, write, and edit various types of marketing content - from long-form articles and guides to blogs, that effectively convey our mission.

Role and Responsibilities:

- ❖ Produce well-researched content for our website.
- ❖ Develop related content for multiple platforms, such as websites, and LinkedIn.
- ❖ Organize writing schedules to finish projects within deadlines
- ❖ Utilize industry best practices to write and share blogs on our pipeline.
- ❖ Communicate and cooperate with the business development team.
- ❖ Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results.
- ❖ Write content that is clear, easy to read, and engaging.
- ❖ Work closely with the marketing team, understand the need, and pitch concepts/scripts to them.
- ❖ Produce error-free content that adheres to the company's style guidelines.
- ❖ Familiarity with each client's requirements and the company's brand image, and services.

Competencies:

- ❖ An impeccable grasp of the English language.
- ❖ Excellent writing skills in English.
- ❖ Ability to work independently and responsibly.
- ❖ Strong interpersonal skills and willingness to communicate with colleagues and management.
- ❖ Ability to work on multiple projects with different objectives simultaneously.
- ❖ Strict adherence to the style guides of the company and the policies.
- ❖ Good time management skills, including prioritizing, scheduling, and adapting as necessary.
- ❖ Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, and PowerPoint.
- ❖ A keen eye for details.

Perks:

1. House accommodation for 7 days.
2. Nurturing, challenging, and enabling work environment.
3. Free Pantry services.
4. All the necessary precautions for COVID-19 are being taken.