



## ABOUT THE ORGANIZATION

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Great Place To Work® Institute is a global management research and consulting firm dedicated at enabling organisations achieve business objectives by building better workplaces. At Great Place to Work® Institute, we've spent 25 years tracking great workplaces and learning from their successes.

By surveying millions of employees and studying thousands of businesses, we've created a model for building performance based on trust. It's our contribution to a global shift in businesses that is changing the way the world works.

Our data show that building workplace trust is the best investment any company can make, leading to better recruitment, lower turnover, greater innovation, higher productivity, more loyal customers and higher profits.

Our model provides specific, actionable steps to get organizations there. While clients are the ones to lead their organization on this journey, we provide steady guidance from one of our 52 offices around the world.

Companies of all sizes look to us for our assessment tools, trainings, advisory services, conferences and workshops. The world looks to us to identify the best workplaces through our renowned lists produced by our best workplaces study teams. It's all part of our passion to create a better world by helping organisations become great workplaces.

# Position: Content Writer – Brand & Marketing

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**Location:** *Mumbai/Remote*

## Job Brief

We are looking for a Content Writer to join our Brand & Marketing team and create compelling content for our website, blog, marketing materials, campaigns, social media, PR, etc.

Your responsibilities include conducting thorough research on industry-related topics, generating ideas for new content types and proofreading articles before publication. You must be familiar with producing online content and have an eye for detail. You will be liaising with our research team to produce thought leadership content that appeal to our audiences, attract customers, boost brand awareness, and enhance our thought leadership positioning.

## Responsibilities

- Conducting in-depth research on industry-related topics to develop original content
- Developing content for blogs, articles, product descriptions, social media, email marketing, videos, infographics, podcasts, newsletter, and the company website
- Write clear marketing copy to promote our products/services
- 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 company 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 company's current content
- Follow an editorial calendar to ensure timely delivery of materials

## EDUCATION AND EXPERIENCE

- Bachelor's degree in Communications, Marketing, English, Journalism, or related field.
- At least 3 years of experience writing for a B2B audience

## SKILLS AND ABILITIES

- Proven content writing or copywriting experience
- Knowledge of digital marketing tactics, including SEO, email marketing and web analytics
- Excellent writing and editing skills, as well as the ability to communicate and collaborate effectively
- The ability to consistently meet tight deadlines
- Working knowledge of content management systems
- Proficient in all Microsoft Office applications
- Experience using WordPress, Mailchimp and other marketing automation tools
- The ability to work in a fast-paced environment
- The ability to handle multiple projects concurrently



## COMPENSATION:

As per industry standards

## WHY SHOULD YOU APPLY?

- You will joining our mission to help numerous Organizations transform their workplaces and thereby impact industry and society
- You will get the opportunity to learn continuously from the best employers globally
- You will have the opportunity to write articles, address seminars and be known as a thought leader
- You will be a part of a team that passionately believes in, and tries to practice the great workplace values of Trust (Credibility, Respect & Fairness), Pride and Camaraderie.

## HOW TO APPLY?

Please reach out to us at: [in\\_careers@greatplacetowork.com](mailto:in_careers@greatplacetowork.com)

Please share samples of your work or portfolio of your published articles, along with your resume.