

## Senior Content Writer

### **Role brief:**

Candidates should have a strong and diverse portfolio that shows aptitude for writing compelling content for a variety of digital media platforms and channels. The ideal candidate will be an experienced and skilled writer with technical knowledge. This candidate will be able to work effectively with both internal and external partners to conduct research and gather the necessary subject matter knowledge and understanding to write engaging content. This role involves writing content for one of the leading tech giants. One should be well versed in writing long format B2B content.

**Position:** Senior Content Writer

### **Job Responsibilities:**

- Write appropriate content for all digital communications (B2B) as outlined in creative briefs in multiple tones of voice to address different customers.
- Collaborate with other departments to create innovative content ideas
- Exceptional command of the English Language
- Excellent written communication skills - ability to write, clear, concise, compelling, grammatically, and technically correct content
- Excellent time management and organizational skills - ability to work quickly and creatively in a fast-paced, deadline-driven environment
- Excellent interpersonal skills - ability to work well with internal and external teams and partners
- Able to develop and maintain a clear and consistent brand voice
- Able to adapt different writing styles for various platforms
- Review all content work in accordance with briefs.
- Liaison with clients and interpret briefs.
- Familiarize yourself with clients' products and services, the target audience, and their competitors' activities.
- Keep yourself up to date with popular trends.
- Continue to look for ways to improve and innovate processes with the creative team to produce high-quality content for clients.

### **Requirement:**

- 8-12 years of experience writing content for B2B segment/audience with the ad agency.

- Must have prior experience in creating long-form content in the tech space.
- Bachelor's degree in English, Journalism, Communications, Marketing or related field.
- Experience in editing, B2B writing, technical writing, social media communication, and digital/online writing.
- Excellent writing skills, as well as the ability to communicate and collaborate effectively
- The ability to consistently meet deadlines
- Highly creative and imaginative with eye for detail.
- Excellent written and interpersonal skills.

**Location:** Sector 63, Noida

Please share your profile and portfolio at [hr@magnongroup.com](mailto:hr@magnongroup.com)

Note: Above job, the brief is for reference purposes only and to get a basic understanding of the role.

**Magnon Group:**

Magnon is among the largest advertising, digital and marketing-performance agency-groups in India. A part of the Fortune 200 global media corporation - Omnicom Group (NYSE: OMC), Magnon employs over 400 professionals across its offices in Delhi, Mumbai and Bangalore. With three award-winning agencies, namely magnon designory, magnon eg+ and magnon sancus, the Group offers three-sixty-degree marketing solutions including advertising, digital, social, creative production, media, localization, linguistics, and marketing solutions' outsourcing labs, for top global and Indian clients. Magnon works with some of the biggest brands in the world, across five continents, including several Global 500 companies.

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