

# Techmango

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## Senior Content Writer

### Description

Proven experience as a content writer with a portfolio showcasing product-focused content. Excellent writing, editing, and proofreading skills and familiarity with SEO best practices.

Experience Required: 6+ Years

Mode: Work from office

Job Location: Chennai and Madurai, Trichy

### Hiring organization

Bautomate

### Employment Type

Full-time

### Job Location

Madurai

### Date posted

October 25, 2024

### Responsibilities

Strong ability to translate technical product information into user-friendly content.

Highly creative and understands business.

Collaborative mindset and the ability to work effectively with cross-functional teams.

Proficiency in using content management systems (CMS) and digital marketing tools is a plus.

**Content Creation:** Develop compelling, user-centric content that highlights the features, benefits, and use cases of our products and platforms.

**Product Messaging:** Collaborate with product managers and marketing teams to refine product messaging and positioning.

**Audience Understanding:** Deeply understand our target audience and create content that resonates with their needs and pain points.

**SEO Optimization:** Optimize content for search engines to improve product discoverability and drive organic traffic.

**Multimedia Content:** Create multimedia content such as video scripts and infographics.

**Content Calendar:** Manage and adhere to a content calendar to ensure timely delivery of product-related content.

**Content Strategy:** Create, optimize and manage the content strategy of the products. Understanding requirements from clients and communicating the same to the content, design and web development team.

End-to-End content delivery for multiple client accounts

Create content for key strategic accounts

Develop content for blogs, social media, websites, marketing collateral, videos, presentation decks, emails, SEO articles and more.

Work closely with various teams within the organization including content, design, marketing and web development

Create content delivery plan for new and existing projects

Own, assign and monitor work to be delivered by team members and freelancers

Provide brief and guide team members to deliver work assigned to them

Do a thorough QC of content and design deliveries

Ensure timely, quality delivery of content

Ensuring content and design are as per client expectations

Implement content delivery processes in order to streamline existing operations

Front ending all client communications for select set of customers

### Contacts

Careers@techmango.net

