

## **Content Writer**

### **The White Panda Team**

**Location: Bengaluru/ Remote**

**CTC: 3.6 LPA**

**Apply Here:** <https://forms.gle/Wh29Lq3GYa2a8eHX8>

### **About us:**

White Panda as a platform offers a convenient content creation process to Digital Agencies, Brand-turned-Publishers, SAAS companies, and E-commerce platforms without the need for Micromanagement.

Being built with a model based on Language, Human Resources and Marketing, the company works with thousands of content creators to power content marketing for hundreds of leading brands. Some of our notable clients include Radisson, Apollo, Axis Bank, PNB Housing, three of top 10 marketing agencies in India, and so on. The core team at White Panda is a diverse range of professionals who are alumni of institutions like IITs, BITS, and Goldman Sachs. The venture is funded by highly successful entrepreneurs, Tier-1 investors, and IIT Gandhinagar.

In the outset, the purpose of any content is to educate or entertain. We aim to have an impact on end consumers by elevating the quality of Education/Entertainment by partnering with 40 Lakh businesses globally.

### **Job Description:**

We are looking to hire a Content Writer in-house who would work with us from Bengaluru / remote on full-time payroll.

### **Responsibilities:**

- Produce well-researched content for publication online
- Organize writing schedules to complete drafts of content or finished projects within deadlines
- Utilize industry best practices and familiarity with the organization's mission to inspire ideas and content
- Communicate and cooperate with a writing team, including a content manager, editors, and account managers.
- Follow an editorial calendar, collaborating with other members of the Operations team to ensure timely delivery of content pieces.
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, articles, and blogs
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results

**Skills:**

- An impeccable grasp of the English language, including idioms and current trends in slang and expressions
- Ability to work independently with little or no daily supervision
- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management
- Ability to work on multiple projects with different objectives simultaneously
- Strict adherence to the style guides of each company and their policies for publication
- 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, Outlook, and PowerPoint
- Familiarity with each client's requirements and the company's brand image, products, and services