

JOB DESCRIPTION

Role Description: Content Writer

We are looking for an adept Content Writer to join our growing Communications team. Young, energetic and yet accomplished content writers who believe that words can leave an impact on the reader are most encouraged to apply. This is an opportunity to contribute to the growth of a young University focused on creating impact across all stakeholders.

About Rishihood University

Rishihood University is India's first and only Impact University. Every initiative at Rishihood is driven by a larger goal to create impactful leaders across various domains of life. Rishihood is the culmination of the vision of various leading academic scholars, industry mentors, social sector contributors, spiritual leaders, public leaders, and many more. We deliver a learning experience that is Indian, Global, and Futuristic. Our great quest is to bring up learners as impactful leaders embodying 'Rishihood' - the state of being a Rishi.

Responsibilities:

The job of a content writer is to create print and digital content that provide information or showcase the work we do. To develop content that accurately reflects the University's ideals, content writers often research the material they need to write each article on or the description of the offerings. An effective writer works independently and consistently meets deadlines.

The Content Writer will be expected to:

- Produce well-researched content for various publications online and in print.
- 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
- Follow an editorial calendar, collaborating with other members of the team to ensure timely delivery of materials
- Develop related content for multiple platforms, such as social media platforms, websites, email marketing, product descriptions, newsletters, videos, and blogs
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results.
- Develop content for long form pieces like brochures, flyers, magazines etc

Rishihood Values:

- जिज्ञासा (desire to know): Be a learning organization; encourage the desire to learn in Rishihood's people
- आनंद (joyful existence): Be a happy organization; nurture happiness in Rishihood's people
- चिकीर्षा (ready to act): Work with the society; encourage an enterprising spirit in Rishihood's people

Interest can fill the form: <https://docs.google.com/forms/d/e/1FAIpQLScsEWI14pNEUwWkDLeJTZOaAwLSSuQWlZOTQeVsmtMdZWgDMw/viewform>