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|  | | | Date & Ver.: 17th March 2022 v.1.0 |
| WBO SOLUTIONS | | | |
| Department | HUMAN RESOURCE MANAGEMENT | Applicability | Recruitment |
| Document Type | 1 PAGE OVERVIEW | | |
| Document Sub-Type | Content Manager | Author | Team, HR |

Introduction: You will be responsible for handling a variety of tasks related to E-commerce business.

Candidate Profile:

1. Qualification:
 1. Minimum Graduate
 2. Bachelor's degree in English, Journalism or a related field (Preferred)
 3. Should possess good Communication Skills.
2. Should have prior experience minimum of 2 year as a content writer.
3. Detail Oriented Person
4. Yearly CTC 3LPA - 4.5 LPA
5. No. of positions: 1

Required Skills & Abilities:

1. Conducting in-depth research on industry-related topics in order to develop original content.
2. Developing content for blogs, articles, product descriptions, social media, and the company website.
3. Assisting the marketing team in developing content for advertising campaigns.
4. Proofreading content for errors and inconsistencies.
5. Editing and polishing existing content to improve readability.
6. Conducting keyword research and using SEO best practices to increase traffic to the company website.
7. Creating compelling headlines and body copy that will capture the attention of the target audience.
8. Identifying customers' needs and recommending new content to address gaps in the company's current content.

Key Responsibilities:

1. Create content for websites
2. Writing crisp and concise content
3. Content Editing
4. Analyze content and makes changes as needed
5. Update website content as needed
6. Delivering quality writing pieces that appeal and attract our audiences, customers and boost brand awareness.
7. Researching and solving problems assigned to you.

NOTE: This is a brief & may not be an exhaustive overview of the tasks. This list may be expanded or contracted with due intimation to the incumbent.

I have read & acknowledged the above mentioned Scope of Work – cum – Job Description document.

Name:

Sign:

Date: