



*Requires*

### **Programme Associate – Copywriting & Content**

#### **Key Responsibilities:**

- Write persuasive and attention-grabbing copy to effectively communicate campaign objectives, engage the target audience, and drive desired actions.
- Collaborate with various teams to create content for a wide range of marketing materials across different channels.
- Develop engaging and informative content for marketing materials, including website content, blogs, social media posts, email campaigns, and advertisements.
- Ensure that content is SEO-friendly and optimized for search engines to improve online visibility.
- Able to implement SEO-based content guidelines provided by Specialists.
- Create compelling headlines, taglines, captions, Ad copies, etc.
- Conduct thorough research to gather information and data necessary for content creation.
- Stay up-to-date with industry trends, competitor content, and best practices to ensure the content is relevant and competitive.
- Review and edit content to ensure accuracy, grammar, spelling, and consistency.
- Proofread all written materials before publication to maintain a high level of quality.
- Contribute to the development of content strategies and editorial calendars.
- Participate in A/B testing of different copy variations to optimize performance and conversion rates.
- Ensure that all content and copy comply with legal and regulatory standards, including copyright and intellectual property laws.

#### **Qualifications:**

- A bachelor's degree in English, journalism, marketing, communications, or a related field is preferred, but relevant experience and a strong portfolio may suffice.
- Proven experience as a copywriter with a portfolio showcasing previous work.
- Excellent writing, editing, and proofreading skills.
- Strong understanding of marketing principles and the ability to adapt to different online tones.
- Proficiency in keyword research and optimization methods.
- Ability to think creatively to develop unique and compelling content.
- Strong research skills to gather information on various topics.
- Familiarity with social media platforms and their respective content requirements.
- Attention to detail and a commitment to delivering error-free content.
- Ability to work independently and as part of a collaborative team.

#### **Skillset:**

Social Media Copywriting, PPC Copywriting, Blogs, Optimized Content, Keyword Research, English Grammar Proficiency and strong Editing and Proofreading.

**Tenure of the appointment:**

The appointment is initially for 12 months with a potential for extension based on performance.

**Location:** The selected candidate will be working from IIM Ahmedabad campus. IIMA provides access to the library and computer centre for all Research Assistants. If selected, the candidate is expected to manage their own accommodation, outside the IIMA campus which is centrally located within the city of Ahmedabad.

**Compensation:** Compensation will be commensurate with the qualification and experience.

**Last date to apply:** October 6, 2023

**Mode of Application:** Please send your CV and Portfolio (if any) to [dmsupport@iima.ac.in](mailto:dmsupport@iima.ac.in)

Shortlisted candidates will be invited for online or in-person interview.

We will only contact candidates shortlisted for interview. We will not send out letters of rejection to other applicants. Emails asking for status updates will not be entertained.

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