

Ref. No : AF/SE/2024/JD/001

Detailed Job Description

Job title	:	Technical Content Writer
Reporting to	:	Lead Engineer – Software Development
Salary	:	Industry par CTC
Hours	:	Full time
Location	:	Vidyaranyapura office, Bangalore.
Travel	:	Occasional National and International travel required

Purpose of the position

Craft and design Industry-relevant Technical Content and also manage search engine optimization.

Job Description

- Collaborate with subject matter experts and graphic designers to generate content for our company website, blog, social media platforms, and portfolio.
- Excellent communication skills, with the ability to convey complex concepts in a clear and simple manner.
- Provide recommendations for website structure, content, and technical improvements.
- Manage all our social media channels, take end to end of the entire social media marketing lifecycle, including content creation, targeting, publishing, and active engagement in relevant conversations.
- Increase traffic, bring qualified leads and manage all other aspects of organic as well as paid search engine marketing.
- Conduct regular SEO audits to identify and address issues affecting search engine visibility.

Academic & trades qualifications

UG – Any Graduate (B.Tech/B.E. -Preferable)

Work experience & skills

3-6 years of experience in Technical Content Writing.

Personal qualities & behavioral traits

Essential
Excellent Written and verbal communication skills

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