



PRIME FOCUS TECHNOLOGIES

JOB DESCRIPTION

**Title/Designation: Senior Content Writer
Prime Focus Technologies (PFT)/Senior Manager**

PFT is looking for a highly self-driven, strategic thinker who can weave magic with words. The candidate should have excellent writing and communication skills, with proven experience creating world-class content for various kinds of marketing collateral. He/she should have an excellent understanding of B2B & technical content writing and should have an impressive portfolio of work samples to share.

Job Location: Pune/Hyderabad/Chennai

Role & Responsibilities:

- Create straightforward, concise, and impactful content for external and internal communication across service lines as part of the company's broader business objectives
- Collaborate with various internal teams (Product/Sales/Pre-Sales/Marketing) and external stakeholders (Software Partners/PR/Digital/Web) to strategize, plan, write, and produce relevant content that meets the needs of both key stakeholders and our prospects
- Independently create, manage and maintain varied content types. These include marketing collateral, newsletters, email campaigns, press releases, case studies, thought leadership articles, print ads, website content, social media posts, promotional video scripts, employee communication, etc.
- Assist with all steps of writing projects - from information gathering to content development, review, editing, design, compliance, proofreading, and final publication

Candidate Background:

- Must have worked extensively in the B2B/technical content writing space. Candidates should have prior experience of writing on cloud-related products & services.
- Excellent understanding of US and UK English and sensibilities
- Excellent knowledge of marketing content writing style, ad copywriting nuances, and web/SEO friendly copy
- Proven experience of working in corporate communications, with the ability to own, plan, visualize and manage the entire content function
- Excellent writing, editing, and proofreading capabilities

Experience: 10-15 years

- Soft skills:
- Excellent interpersonal skills and ability to seamlessly collaborate with various teams and stakeholders
- Excellent written and verbal communication skills
- Excellent understanding of global IT and M&E markets
- Ability to understand complex briefs and translate these into impactful communication within a short turnaround time
- Ability to multi-task
- Good knowledge of Microsoft Word, Excel, PowerPoint, and other latest tools

Qualifications:

Graduate/Post Graduate in English/Mass Communication
Degree in Marketing/Advertising/PR

