

## **JD For Content Writer English**

### **Overview**

We are looking for a skilled and passionate English Content Writer to create compelling content on child-focused issues. The ideal candidate will craft engaging, informative, and impactful content across various platforms, including social media, print media, digital media and websites. This role requires a writer who can raise awareness, drive advocacy, and educate diverse audiences on critical issues affecting children, such as child labour, trafficking, child sexual abuse, education, and child marriage.

### **Key Responsibilities:**

- Research and write original, high-quality content in English on topics related to children's rights, welfare, and advocacy.
- Develop content for various platforms, including social media posts, articles, reports, press releases, and scripts for videos.
- Collaborate with other teams to align content with organizational goals and messages.
- Adapt tone and style to suit different audiences, from general public awareness pieces to formal advocacy content.
- Stay updated on child-based issues, current events, and social developments to produce relevant and timely content.

### **Skills and Competencies:**

- Proven experience as a Content Writer, copywriter, or similar role.
- Post Graduate Degree/Diploma in English, Journalism, or a related field.
- Minimum of 5 years of experience in content writing and editing.
- Good understanding of SEO principles and content optimization techniques will be added advantage.
- A strong portfolio showcasing published articles and writing styles.
- Excellent English writing and editing skills.
- Excellent translation skills (From Hindi to English).
- Outstanding multi-tasking and communication skills.
- Knowledge of laws and regulations relating to child rights and protection focusing on child labour and trafficking, child sexual abuse and child marriage
- Should be able to work under strict deadlines and word lengths for different media platforms