

Job Description

Job title	Content Writer (Media & Communications)
Reporting to	Manager (Media & Communications)
Organization Description	Startup Incubation and Innovation Centre (SIIC), IIT Kanpur, is a dynamic and innovative incubator dedicated to nurturing startups and early-stage ventures to achieve their full potential. We provide a comprehensive ecosystem of resources, mentorship, and funding to empower entrepreneurs in turning their ideas into successful businesses.
Location	Kanpur

Purpose of the job

We are seeking a talented and creative Content Writer to join our Media and Communications team. The ideal candidate will have a strong background in mass communication and a passion for crafting engaging content.

Main duties

Content Creation:

- Produce high-quality documentation, including technical reports, press releases, and proposals.
- Collaborate with internal teams to gain a deep understanding of the incubator ecosystem and create content to promote various programs, workshops, and schemes.
- Collect information and curate monthly newsletters.

Digital Content:

- Analyze and create engaging social media content to maximize user engagement.
- Develop and maintain the information architecture for the website and other digital platforms.

Technical Writing:

- Simplify complex technical concepts and present them in a clear and concise manner.
- Ensure that all content adheres to applicable standards and is tailored to the target audience.

Knowledge and experience

Requirements and Skills

- Excellent written and verbal communication skills in English.
- Proficiency in Microsoft Office Suite.
- Strong attention to detail and commitment to quality.
- Ability to quickly grasp complex technical concepts and translate them into easy-to-understand content.
- A strong understanding of digital marketing and social media trends.
- A passion for innovation and entrepreneurship.
- Previous work experience in technical writing preferable

Startup Incubation and Innovation Center

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Qualifications

- Bachelor's degree in communication, journalism, Mass Communication or a related field.

Other Information

- This is a full-time position based on IIT Kanpur campus in Kanpur.
- Competitive salary and benefits package commensurate with experience.
- Opportunity for career growth and advancement within our organization.
- This position may require travel to various locations, including international destinations.
- This role may involve working in both office and laboratory environments.

If you meet the qualifications and are excited about the prospect of joining our dynamic team, please submit your resume and cover letter outlining your relevant experience to hr@iitkfirst.com. We look forward to hearing from you!

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