



Mitr HR Solution



Marketing Content Specialist

Delhi, Delhi, India · 10 hours ago · 0 applicants

On-site · Full-time · Executive

Skills: Content Creation, Video Editing, +8 more

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Am I a good fit for this job?

How can I best position myself for this job?

About the job

Skills:

Content Marketing, gaming content, Web Content Writing,

Job Role : Content Marketing

Exp : 1-3 Years

Location : Delhi (Jhandewalan)

Responsibilities

JD :

- Content writing for various social media platforms, primarily LinkedIn and Twitter.
- Writing and editing articles and success stories, conducting interviews as necessary.
- Generating, researching, and pitching ideas for content
- Asking effective questions and developing rapport/trust with story subjects.
- Storyboarding: understanding the effectiveness and appropriateness of story assets (text, images, audio, video) and combining them to build a robust story.
- Converting conversation pointers into a strong storyline.
- Creating content marketing strategies from scratch and taking ownership on end-to-end execution.
- Visual, audio and video content creation experience; Knowhow of basic video editing, photo editing tools
- Well-developed eye/ear for best practices in each format of content.
- Work closely with core team and regular interaction with founder.

Must-Have

- Understanding of story fundamentals (effective character, trajectory, hook, authenticity/details and calls-to-action)
- Keen sense of storytelling (what makes a story interesting from the audiences perspective)
- Stellar writing skills and sense of conveying more in less words.
- Familiarity with tech lingo & Games
- LinkedIn & Twitter native writing style.
- Confidence in picking up conversation with story subjects (students, founders, CXOs, investors, other stakeholders)
- Street smart (gives equal weightage to hard work and smart work)
- Self-learning and self-initiating attitude with attention to detail.

Good To Have

- Past experience in Gaming industry. (Internship/full-time)
- Knowhow of Airtable, Notion, G Suite, Canva, and a few no-code tools.
- Experience in cold mailing, cold reach out copywriting.
- Strong hold on any one social media platform: LinkedIn, Twitter, Youtube.
- Knowhow of scaling a social media handle from 1 to 100 and starting from 0 to 1.

Desired Skills and Experience

Content Marketing, gaming content, Web Content Writing