

SENIOR CREATIVE CONTENT WRITER

Job Ref. No: #JDMPRI103

2023 - 2024



- ▶ Company Name : Moris Media LLC
- ▶ Designation : Senior Creative Content Writer
- ▶ Job Type : Full Time
- ▶ Industry : Media & Marketing Industry
- ▶ Department : Marketing Writing Department
- ▶ Work Model : Remote
- ▶ Salary : Rs 1,00,000 - Rs 2,00,000



About **moris**media

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is in search of a highly imaginative and skilled **Senior Creative Content** Writer, showcasing a flair for innovative thinking. The ideal candidate excels in crafting effective content strategies and boasts extensive experience in digital content writing across diverse industries. A deep understanding of brand tone is essential, as you'll be entrusted with capturing the desired mood and emotion in client messages through meticulously crafted words.

As a remote Senior Creative Content Writer at What Is Media, you'll collaborate with global professionals. Your primary focus involves embodying and conveying the brand's tone for our clients. This encompasses grasping their business voice, selecting suitable messaging channels, conducting comprehensive content studies, and creating compelling content aligned with their services.

We're not just seeking a marketing content expert; versatility is key. Your expertise should span various content forms, including social media, advertising, email marketing, blogs, PR, SEO-driven pieces, proposals, presentations, and more. Your ultimate goal is to generate brand value through the impactful creation of content.

If you possess these remarkable qualities and possess a unique ability for creative thinking, we invite you to apply and become a vital part of our dynamic team at Moris Media. Join us and contribute to shaping exceptional content experiences that leave a lasting impact.

Primary Responsibilities

- **Content Strategy:** Develop and execute a comprehensive content strategy aligned with business objectives.
- **Team Leadership:** Lead and inspire a team of writers, providing guidance and fostering a creative environment.
- **Quality Control:** Ensure all content meets high standards of quality, consistency, and brand guidelines.
- **Research:** Conduct in-depth research on industry trends, competitors, and target audiences to inform content creation.
- **Campaign Conceptualization:** Ideate and develop compelling creative concepts for marketing campaigns.
- **Collaboration:** Work closely with cross-functional teams, including marketing, design, and SEO, to achieve unified goals.
- **Editorial Oversight:** Edit and proofread content to maintain accuracy, clarity, and adherence to style guidelines.
- **Content Calendar Management:** Develop and manage an editorial calendar for timely and strategic content delivery.
- **SEO Optimization:** Implement SEO best practices to enhance content visibility and drive organic traffic.
- **Brand Voice Maintenance:** Uphold and evolve the brand voice consistently across all content channels.
- **Content Performance Analysis:** Analyze content metrics to evaluate performance and identify areas for improvement.
- **Content Distribution:** Strategize and execute effective content distribution across various platforms.
- **Storytelling Mastery:** Craft engaging and compelling narratives to captivate and resonate with the target audience.

- **Innovative Ideation:** Generate fresh and innovative ideas for content that align with marketing objectives.
- **Content Personalization:** Implement strategies for personalized and audience-specific content.
- **Training and Development:** Provide guidance and mentorship to junior writers, fostering skill development.
- **Adaptability:** Stay informed about industry trends and adapt content strategies accordingly.
- **Client Collaboration:** Work closely with clients to understand their requirements and incorporate feedback.
- **Budget Management:** Responsible for managing content creation budgets effectively.
- **Multimedia Integration:** Explore and integrate multimedia elements to enhance content impact (videos, infographics, etc.).

Required Skills

- **Strategic Storytelling:** Crafting compelling narratives to resonate with target audiences.
- **SEO Optimization:** Enhancing content for search engine visibility and organic reach.
- **Brand Voice Mastery:** Adapting and maintaining consistent brand tone across diverse content.
- **Multimedia Proficiency:** Integrating visuals, infographics, and multimedia elements for enhanced content.
- **Adaptability:** Quickly adjusting to evolving industry trends and client requirements.
- **Project Management:** Efficiently handling multiple projects with tight deadlines.
- **Research Excellence:** Thorough investigation to ensure accurate and credible content.
- **Collaborative Teamwork:** Coordinating with designers, marketers, and other stakeholders for cohesive content.
- **Editing and Proofreading:** Meticulous attention to detail for error-free and polished content.
- **Content Marketing Savvy:** Understanding the principles of content marketing to drive engagement and conversions.

Qualifications & Experience

1. Education:

- A bachelor's degree in English, journalism, communications, marketing, or a related field is typically preferred. Some employers may require a master's degree, especially for senior roles.

1. Experience:

- Several years of experience as a content writer is usually required for a senior position. The exact number of years can vary, but employers often look for candidates with at least 4-5 years of relevant experience.

1. Writing Skills:

- Exceptional writing skills are a must. A senior content writer should be able to create clear, compelling, and error-free content. They should also be adept at adapting their writing style to different audiences and platforms.

1. Portfolio:

- A strong portfolio showcasing a variety of writing samples across different formats (blog posts, articles, social media content, etc.) can significantly enhance the chances of landing a senior content writer role.

1. SEO Knowledge:

- Many senior content writing positions require knowledge of search engine optimization (SEO) principles to ensure that content is not only well-written but also optimized for search engines.

1. Editing and Proofreading:

- Strong editing and proofreading skills are essential. Senior content writers are often responsible for reviewing and editing the work of junior writers to maintain high-quality standards.

1. Content Strategy:

- Familiarity with content strategy and the ability to align content creation with broader marketing goals is valuable for a senior content writer.

1. Industry Knowledge:

- Depending on the industry, having knowledge or experience in a specific field (e.g., technology, healthcare, finance) may be beneficial for understanding and creating content that resonates with the target audience.

1. Communication Skills:

- Effective communication skills are crucial, as senior content writers may collaborate with various teams, including marketing, design, and subject matter experts.

1. Creativity:

- A creative mindset is essential for generating fresh and engaging content ideas. Senior content writers should be able to think creatively to develop content that stands out.

Mandatory Requisites:

- Moris works in a hybrid mode; this work-from-home job requires a laptop/desktop with upgraded configurations.
- High-speed internet connection for seamless navigation.
- Excellent oral and written communication skills.
- Occasional outdoor travel may be involved; flexibility to travel is required.
- Strong telephonic skills for client communication.
- Excellent management skills, ability to work under pressure, and on a targeted basis.
- Patience, career-oriented mindset, and diplomatic approach.

Salary:

Negotiable depending on overall profile, experience/personality, and skills.

Job Location:

Moris Media operates in a hybrid mode, allowing employees to work productive hours from home based on their geography. Reimbursement for any required travel on behalf of the company is provided.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.



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