



## **Role Summary: Content Writer**

### **Job Description:**

- Researching industry-related topics (combining online sources, interviews, and studies) to create deep engaging content .
- Ideation and conceptualisation for brand content including blogs, articles, interviews, press releases
- The candidate is accountable for content quality for all 9stacks campaigns,
- Preparing well-structured drafts using CMS or internal doc process.
- Coordination between promotions, marketing and Design teams for cross functional projects.
- Conduct simple keyword research and use SEO guidelines
- Ability to research customers interests, pain points and their demographic for crafting relevant and engaging copy
- Ensuring all content is on-brand, consistent in terms of style, quality, and tone of voice, and optimized for search and user experience for all channels of content including online, social media, email, mobile, and video
- Project management skills to manage editorial schedules and deadlines within corporate and ongoing campaigns
- The role demands creativity and big ideas, energy, dynamism, and a positive attitude. He or she must be an excellent writer and editor, highly organised and detail oriented, with strong time management and collaboration capability.

### **Skill Requirement:**

- Bachelor's Degree in English, Communications, Marketing, Journalism or related field
- Minimum 2 years of content writer, communications and/or copywriter experience required
- Hands on experience with content management systems (eg. Wordpress)
- Proficient computer skills including Microsoft Office, PowerPoint, Excel, and internet savvy
- Creativity and humour in content writing with a knowledge of poker

### **Individual applying to the role should ideally have the following attributes**

- Excellent interpersonal skills including ability to direct, motivate and persuade others, build and nurture relationships with target media, clients and partners
- Outstanding verbal and written communication skills
- Someone who is personable, flexible and adaptable; able to work effectively in a team-based environment
- Innovative, strategic and creative thinker with proven ability to think outside the box
- Strong organizational, planning, time and project management skills with strong attention to detail
- Self-starter, self-motivated, energetic and driven with ability to multi-task and deliver results in a fast-paced, high-energy environment

**Company Name:** 9stacks (<https://www.9stacks.com/>)

**About Company:** 9stacks is a technology company in the online real money gaming space. It develops and publishes games such as Poker. It is the first Indian online poker startup to raise Series A investment from institutional investors.

**Location:** Vasant Kunj, New Delhi-110070

**Team:** <https://www.linkedin.com/company/9stacks/> and <https://www.9stacks.com/us/about>