

1.POSITION DESCRIPTION	
Job Title:	Content Writer - TI
Department:	DM
Reports To:	
About Guires:	Guires Solutions Pvt Ltd. Is a Global Research & Development based KPO company. The company has now diversified and extended its reach into several domains. The company has experienced a remarkable growth. Services would include industry and market research, data analytics, branding and marketing. Flexible and cost –effective solutions are provided with maximum impact.
Job Purpose:	To write the Academic content & Social Media marketing for a Specific brand.
Work Schedule:	Full Time (Flexible Timings), Monday – Saturday (except second Saturday)
Required Qualification:	Post Doc/PhD/Master's degree or expertise.
Required Experience:	2 years in Content Writing / Project Management
Required Knowledge/Skills:	<ul style="list-style-type: none"> • Must have strong subject knowledge in Content Writing & SMM (Mandatory) • Grammar with excellent writing skills (Mandatory). • Good analytical skills (Tables and Figures editing) • Research experience (papers written/published, studies conducted, papers reviewed, etc.) • Work experience: minimum 1 year in academic writing (Preferred)
Job Description:	<ul style="list-style-type: none"> • Academic Research and writing involves writing Journal, Thesis, Dissertations, assignments for Master's level & Ph.D. scholars. • Researching industry-related topics (combining online sources) • Deliver plagiarism-free assignments. • Adhere to job-specific instructions • Punctual and ability to work within deadlines. • Writing content with immaculate grammar, sentence structure, punctuation, and word choice • Correctness of content, correct terminology, flow, transition, and coherence • Appropriate tense usage, section headings, citation style, and layout

- Creating and maintaining a Social Media Marketing editorial calendar, with targeted topics outlined for different dates, as well as a plan for where and how that content will be shared
- Researching, writing/producing/outourcing all sorts of content production (written, image-based, video, etc.)
- Compiling and uploading content, then tracking its performance across the many different Social Media networks, and the wider web (via forums, social bookmarking sites, etc.)
- Generate effective Social Media Influencer Marketing campaigns, whereby powerful social users are turned into brand advocates who promote the brand's products, services, etc.
- Monitoring brand and product-related conversations to measure sentiment, watch for PR emergencies, identify important/relevant discussions, answer questions, etc.
- Track and measure performance of brand channels, including at least Facebook, YouTube, Instagram, Twitter.