

Job Description

Job Title: Content Strategist

Location: Mangalore

Overview: We are looking for a creative and detail-oriented Content Strategist with experience in the IT/SaaS domain. In this role, you will create high-quality and engaging content that supports brand awareness, lead generation, and product marketing for our Cloud, ERP, and IT service offerings. The ideal candidate combines strong writing skills with an understanding of IT industry trends, SEO practices, and customer-focused storytelling.

Key Responsibilities:

- Develop blogs, website content, product descriptions, case studies, whitepapers, and email campaigns.
- Create compelling content for Cloud Solutions, ERP, Financial Accounting Software, and IT services.
- Collaborate with marketing and design teams to align content with campaigns and brand messaging.
- Conduct market and competitor research to identify relevant content topics.
- Optimize all content for SEO using keywords, internal linking, and meta descriptions.
- Prepare social media captions, ad copies, and video script content.
- Maintain consistency in tone, messaging, and brand voice across all platforms.

Required Qualifications:

- Bachelor's degree in English, Marketing, Journalism, or a related field.
- Strong writing, editing, and proofreading skills.
- Good understanding of IT and software-related terminology.
- Familiarity with SEO tools such as Ahrefs, SEMrush, or Ubersuggest.
- Ability to write for both technical and non-technical audiences.
- Strong research ability and attention to detail.

Desired Skills:

- Experience creating content for SaaS products.
- Basic working knowledge of Canva or similar creative tools.
- Understanding of lead-generation content formats and marketing funnels.

Preferred Experience:

1–3 years of experience in IT/SaaS content writing or content strategy.