



## Word Juggler (aka Content Writer) Job Description

### About SCGB

SCGB Solutions is multi-disciplined consultancy providing Recruitment, Managed Staffing for legal and marketing domains

We are currently hiring for the position of a Word Juggler (aka Content Writer).

### About the job

You are responsible for intuitively mapping business goals with creative strategies, understanding business needs, translating them to a successful brief, churning out ideas, creating videos, podcasting, writing blogs.

### Indicative roles & responsibilities:

- Engage in a range of storytelling and creative techniques that help capture ideas and translate them into engaging digital experiences.
- Conducting in-depth research and Developing content for blogs, articles, product descriptions, social media, and the company website.
- Provide creative ideas from concept through execution.
- Develop and track metrics and success criteria for all content-related activities.
- Closely work with sales and marketing teams and define the content roadmap for new business.
- Assist in the design and development of marketing campaigns and associated collateral.
- Repurpose and optimize existing content across different channels.
- Develop a content calendar for marketing campaigns.



- Creating compelling headlines and body copy that will capture the attention of the target audience.
- Experience in strategizing SEO-focused content to increase organic customer acquisition through the website, social media, blogs, and videos.

### Requirements:

- Working knowledge of content management systems.
- Effective communication skills.
- Proficient in all Microsoft Office applications.
- Excellent writing and editing skills.
- The ability to work in a fast-paced environment.
- The ability to handle multiple projects concurrently.
- Effective communication skills.

### Location:

No 36, 2nd Floor, 32nd Cross, Jayanagar 7th Block, Bengaluru, India 560082

Interested and eligible candidates can apply directly

Email Id- [careers@scgbsolutions.com](mailto:careers@scgbsolutions.com) with the subject line – “Application for the position of Word Juggler (aka Content Writer)”