

# **JD For Executive / Sr. Executive – Content Architect**

**Department/Faculty/School: MIT World Peace Dome**

**Reports to: (Title) – Director**

**Location: Loni Kalbhor, Pune**

## **Roles & Responsibilities:**

1. Produce well-researched content for publication online and in print within the WPD mission to inspire ideas & rewrite the content for global peace
2. Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blog etc
3. Monitor and analyse the performance of key performance indicators (KPIs) to offer suggestions for improvement
4. Researching industry-related topics and prepare well-structured drafts using Content Management Systems
5. Proofread and edit blog posts before publication, ensure all-around consistency (style, fonts, images and tone), update website content as needed
6. Additionally, the content architect would be responsible for the followings –
  - Standardize content language
  - Define content protocol
  - Refurbish brand guidelines
  - Vendor management

## **Desired Candidate Profile:**

- Graduate or Post-Graduate in communications/Marketing/English/Journalism with 2 to 4 years' experience working in the similar capacity and experience doing research using multiple sources
- Proven record of excellent writing demonstrated in a professional portfolio Impeccable grasp of the English language, including idioms and current trends in slang and expressions
- Ability to work independently with little or no daily supervision
- Strong interpersonal skills and willingness to communicate with clients, colleagues, and management
- Ability to work on multiple projects with different objectives simultaneously
- Good time management skills, including prioritizing, scheduling, and adapting as necessary
- Proficiency with computers, especially writing programs, such as Google Docs and Microsoft Word, Excel, Outlook, and PowerPoint

## **Cultural/personality traits**

- Excellent English communication skill
- Team player
- Multiskilling
- Time Management
- Service & Quality Orientation
- Strong research skill