



**INTEGRAL
UNIVERSITY**
LUCKNOW - INDIA



INSPIRING EXCELLENCE

(Established under U.P. State Act. No. 9 of 2004 by (U.P.) State Legislation) Approved by UGC under Sections 2(f) and 12B of the UGC Act, 1956,

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Adv. No. 17/2024

CAREERS@INTEGRAL

Dated : 26-11-2024

Online applications are invited for the post of Content Writer

Essential Qualification : Graduation or Post Graduation from an English background.

Key Responsibilities :

- 1. Content Creation :** Develop and create compelling content for various platforms, including articles, social media posts, stories, blogs, newsletters, and website content.
- 2. Research :** Conduct thorough research on industry-related topics to generate original content ideas.
- 3. Editorial Standards :** Edit and proofread content to ensure clarity, coherence, and correctness, maintaining high editorial standards.
- 4. Social Media Management :** Develop and manage content calendars for social media platforms, engaging with the audience and responding to comments and messages.
- 5. Collaborative Projects :** Work closely with the marketing team to generate innovative ideas and strategies for content marketing campaigns.
- 6. Analytics and Reporting :** Monitor and analyze content performance using analytics tools, providing insights and recommendations for improvement.
- 7. Brand Consistency :** Ensure all content aligns with our brand voice, style, and messaging guidelines.
- 8. Content Repurposing :** Adapt and repurpose existing content to fit different platforms and formats, maximizing reach and engagement.

Experience:

Relevant experience in Content Writing, Article writing, proofreading write-ups etc. will be preferred. Fresher's may also apply.

Interested candidates may apply online through the career page on www.iul.ac.in latest by **09-12-2024**.

Registrar

- Note:-**
- 1. Incomplete details will lead to the rejection of the form.**
 - 2. The required qualification and number of vacant positions can be relaxed / changed by the Selection Committee.**
 - 3. Only short listed candidates will be informed for appearing in the interview.**

RANKED AMONGST

THE TOP TWO PRIVATE UNIVERSITIES
of Uttar Pradesh in
INNOVATION & RESEARCH

Source : Scimago Institutions Ranking 2019



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Research Organisation by the Department of
Scientific & Industrial Research, Ministry of
Science & Technology, Govt. of India.