



## Job Description: Copywriter

### About us

Blacksof is a Brand Consulting Company, and we take care of the Branding and Marketing functions of our customers.

What started at the intersection of knowledge, cognition, and design in 2018 stands as an agile collective today.

To know more about us, visit our [website](#).

### Job Description

The ideal candidate is a creative team player, talented wordsmith, and grammar sleuth. You will be responsible for developing marketing, branding, and communications content that will separate us from the crowd.

### Responsibilities

- Expertise in a varying range of collaterals like Social Media Assets, Websites, Case Studies, Videos, Brochures, etc.
- Hands-on expertise in writing for both, technical and non-technical domains.
- Drafting content strategies, concepts, and high-value short copies for brands specialising in the B2B model.
- Ability to interpret brand strategies and personas to build a distinctive content voice and messaging for different accounts.
- Deliver high quality of work, timely delivery and good customer service.
- Staying on top of Social Media and Industry trends to create value when it matters for assigned accounts.
- Continuous honing your knowledge in the domains of Branding, Marketing, and Advertising, and learning as per the curriculum & gold-standard defined by Blacksof.
- Strong and in-depth research.

### Requirements

- Excellent interpersonal, communication, and presentation skills
- Problem-solving and collaboration skills
- Hands-on with documentation, formatting, and organizational skills