Content Creator/Specialist
Bangalore

Job Description

We are looking for a creative and passionate **Content Creator/Specialist** with **1–3 years** of relevant work experience, preferably in the social sector. The candidate will be responsible for developing compelling content across digital and print platforms, communicating the organization's impact, and strengthening its online presence through effective content and SEO practices.

Roles & Responsibilities:

- **Content Development**: Create engaging and high-quality content for blogs, website pages, newsletters, and social media platforms.
- **Communication Materials**: Develop content for annual reports, brochures, press releases, event invitations, and other organizational communication materials.
- **SEO and Digital Content:** Apply basic Search Engine Optimization (SEO) best practices, including keyword research, content optimization, and metadata improvements, to enhance website visibility and drive organic traffic to donation and information pages.
- **Impact Storytelling**: Interview beneficiaries, field staff, volunteers, and other stakeholders to develop compelling stories that highlight the organization's work and social impact.
- **Social Media Collaboration:** Coordinate with the graphic design team to conceptualize and develop creative content for social media posts, campaigns, posters, and other digital communication materials.
- **Website Content Management**: Work closely with the website development team to update and optimize website content, improve user experience, and implement relevant SEO strategies.
- **Content Planning**: Support the development of content calendars and ensure timely delivery of content aligned with organizational priorities, campaigns, and events.
- **Language and Proofreading:** Review and edit content for grammar, clarity, consistency, and accuracy, ensuring appropriate language and tone across communication channels..

Qualifications and Skills

Selection Criteria

- **1–3 years** of relevant experience in content creation, content writing, digital communications, or a similar role.
- Proficiency in **Kannada** is mandatory. Knowledge of additional Indian languages will be an advantage.
- Excellent writing, editing, proofreading, and storytelling skills.
- Basic understanding of SEO principles, keyword research, and website content optimization.
- Familiarity with social media platforms and digital content trends.
- Ability to collaborate effectively with graphic designers, website developers, and internal teams.
- Strong research, interviewing, and communication skills.
- Ability to manage multiple assignments, meet deadlines, and maintain content quality.
- Proficiency in commonly used digital content and documentation tools..

Education	Any undergraduate degree (Journalism and Mass Communication, English Literature, any other equivalent that complements the role of a content creator)
Experience	• 1 to 3 years of experience
Languages needed	English and Kannada
Location	Bangalore.
Skills Required	• Excellent writing skills in English • Proficiency in English and Kannada • Experience with Social Media posts and administration. • Computer knowledge – MS Office and Google Workspace collaboration tools • Good interpersonal and communication skills
Other Requirements	• Passionate about Social Sector • Interest to learn and grow.

If you are interested, please send your resume to recruitments@youthforseva.org with the subject line "Your Name_Applying for the Role of Content Creator/Specialist" OR apply through our Youth For Seva Careers Page.

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