Company: People Matters

Position: Content Writer

Position Location: Gurgaon

People Matters is a leading knowledge and media platform in the Human Resources space. We strive to create an HR community of practice and excellence that fosters amalgamation of new ideas between HR managers, HR service providers and CXOs, leading to the growth of HR as a business critical function. People Matters’ print, online, digital and events platforms provide thousands of HR stakeholders with information, best practices, trends and industry news. In a short span of 5 years, it has emerged as India’s single point of reference for knowledge in the HR industry. As HR steps up to its new role as business partner and becomes indispensable to business, our vision is to become an indispensable source of knowledge, information and inspiration for the community.

For this, we are looking for Content Writers who can join our team to create indispensable content that aligns with our vision. This position entails the following responsibilities:

ESSENTIAL DUTIES & RESPONSIBILITIES

* Perform research and write articles for print and online, newsletters, videos, webinars, infographics, white papers, case studies, blog posts, and more
* Support content initiatives for marketing collaterals
* Interview eminent personalities, subject matter experts on a variety of topics and translate that information into engaging content pieces or other content collaterals
* Attend conferences, events, seminars etc. and prepare articles for print/online publishing
* Research, analyze and gather data from multiple sources (subject matter experts,

HR thought leaders, CEOs, CXOs, CHROs etc) to develop content.

* Prepare and assist with preparation, coordination, copyediting, and proofing of print and online content
* Monitor current happenings/events in the HR field and create engaging content related to the industry
* Create surveys or questionnaires for collecting responses for data related to industry
* Utilize industry and organizational knowledge to develop ideas and content

EDUCATION/TRAINING/EXPERIENCE

• Bachelor’s Degree in journalism, advertising, communications, marketing or English

• Minimum 0-2 years’ writing experience, with samples of work product as proof

• Good writing, interviewing and research skills

• Proficient in Microsoft Word, Microsoft PowerPoint and Adobe Acrobat

• Understanding of technical writing