

Position: Content Writer (Punjabi)

Location: Chandigarh

Assignment Duration: 6 months (Extendable based on requirement)

Number of Positions: 1

About Pinaca India

Pinaca provides public policy and communications consultancy to Governments, Civil Administrations, Think Tanks, and Civil Society Organisations and Movements. Our ingenious research and innovative, multi-disciplinary approach help us conceive, create and manage informed and inspired campaigns and policies.

About the Role

Pinaca India is working on a project with a political party in Punjab to facilitate better electoral performance through a people centric, responsive and responsible campaign. The Content Writer (Punjabi) shall be responsible for developing content across a wide range of platforms in consonance with the content strategy of the project.

Key Responsibilities

- Curate and make content in Punjabi for online media, print media, publications, radio, videos as well as in-office requirements such as letters, notings, emails, etc.
- Research content innovations, trends and campaigns for implementation.
- Coordinate with social media, digital marketing and other teams for understanding content requirements.
- Coordinate with on-ground teams for collecting real time information for content generation.
- Identify and aggregate relevant ideas and create copies to be presented to the audience.
- Edit existing content to improve its appeal; proofread content for errors.
- Translate content from English/Hindi to Punjabi.
- Do any additional task as assigned by the Lead.

Required Qualification and Experience

- Bachelor's degree required preferably in Punjabi, Journalism, Mass Communication or a related field. Master's degree or an equivalent shall be preferred.
- 3-5 years of work experience in strategizing and creating content in Punjabi for varied media platforms.
- Prior experience of working on a research and policy project will be a plus.

Skills Required

- Impeccable Punjabi written and verbal communication skills; ability to understand English and Hindi will be a plus.
- Expertise in drafting varied forms of literary content.
- Excellent knowledge of different platforms especially social media (YouTube, Facebook, Twitter, etc.)

- Knowledge of video scripting, copywriting, creative writing, formal writing and branding.
- Ability to prioritize and deliver on tight deadlines after accommodating multiple revisions.
- Strong attention to detail - ability to proofread/edit/find errors.

Compensation

Remuneration shall be commensurate with the candidate's experience levels.