



<https://zoomwings.com/job/social-media-and-content-writer-specialist/>

## Social Media and Content Writer Specialist

Zoom Wing is looking for a creative and strategic Social Media and Content Writer Specialist to elevate our brand presence and connect with audiences across digital platforms. The ideal candidate will have strong writing skills, a keen eye for trends, and experience in managing content for various social media channels. This role involves crafting engaging posts, blogs, and digital copy while collaborating with the team to execute impactful marketing campaigns.

### Responsibilities

- Create engaging content for social media platforms
- Write blogs, captions, and web copy aligned with brand voice
- Plan and manage content calendars
- Monitor social media trends and audience engagement
- Collaborate with design and marketing teams
- Optimise content for SEO and performance
- Track content performance and adjust strategies accordingly

### Requirements

- 2+ years of experience in content writing and social media management
- Strong writing, editing, and storytelling skills
- Familiarity with social media platforms (Instagram, Facebook, LinkedIn, etc.)
- Basic knowledge of SEO and content optimization
- Proficiency in tools like Canva, Hootsuite, or Buffer
- Creative mindset with attention to detail
- Ability to work independently and meet deadlines

### Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, or related field
- Proven experience in content writing and social media management
- Strong portfolio showcasing writing and digital content skills
- Understanding of branding, tone, and audience targeting
- Knowledge of SEO best practices and analytics tools

**Hiring organization**

Zoom Wings

**Employment Type**

Full-time

**Job Location**

New Delhi

**Working Hours**

Mon – Fri

**Base Salary**

₹ 25000 - ₹ 30000

**Date posted**

21/06/2025