



## **Content Writer**

At Zoho, we have built the most seamlessly integrated suite of business apps that exists on the cloud. With over 100 million users working online using Zoho, your work impacts a wide variety of businesses across the world.

Join us on this exciting and satisfying journey to build smart software for growing businesses.

The content marketing team at Zoho plays a vital role in helping business owners find solutions to their problems.

As part of the content team, you will be required to identify and create solution-based, informative content.

### **Roles & Responsibilities:**

- Create and publish SEO-optimised, relevant, original and compelling content.
- Contribute to creating rich content resources (articles, eBooks, infographics, solution guides, webinars, videos, etc.) to help business owners, and drive awareness.
- Choose the best channels to promote the content.
- Measure and analyse content's effectiveness with metrics to improve the quality of content, and implement insights in the future.

### **What we are looking for:**

- Strongly Preferred - ability to write clear, simple, grammatically correct and error-free content, voracious reader, and prior experience in writing focused articles or blogs.

- Basic understanding of SEO and social media is required.
- Knowledge and interest in finance and business domain is preferred.
- Ability to strategise and create content relevant for specific audience.
- Team player, self-starter and a go-getter.