

### Job Description

1. Writing clear, concise and grammatically correct copy
2. Driving the creation of original concepts that result in effective and compelling communication
3. Ideating catchphrases for creatives and general taglines
4. Understanding different language styles that appeal to various target markets
5. Developing and maintaining a clear and consistent brand voice
6. Driving content strategy for the website, landing pages, emailers and social media posts
7. Managing and regularly posting articles on the Baya Blog.
8. Familiarity with commonly used style guides
9. Execute visual and communication strategy with the graphic designer
10. Direct the design style of the brand and its individual projects
11. Excellent interpersonal and communication skills
12. Self-motivated and organized

### Requirements

1. Minimum 3-4 years proven working experience as a copywriter
2. Strong command over the English language
3. Good understand of Hindi & Marathi is preferable
4. Should be able to visually plan creatives and collaborate with the designer accordingly

