

Marketing & Advertising

Experienced

# Content Writer

40 hours - Gurugram, India

Motherson Health & Medical is focused on helping people become and stay healthy by enabling access to high-quality and affordable care. As part of the Motherson family, we draw upon decades of expertise in innovation, product design, engineering, software, and supply chain. Motherson Health & Medical leverages the vast resources of the Motherson Group, which includes over 180,000 employees and more than 350 manufacturing facilities in 41 countries. This enables us to substantially impact the healthcare industry by creating access to quality and affordable healthcare worldwide.

We continuously expand our core capabilities by collaborating with universities, hospitals, research groups, startups, and healthcare companies. By staying at the forefront of scientific and technical developments, we deliver cutting-edge products to our customers.

We believe in attracting talented individuals, investing in their development, and providing equal opportunities for success. We actively recruit talent with core healthcare capabilities from diverse geographies to join our inclusive team. Together, we aim to revolutionise the healthcare industry and make quality and affordable healthcare accessible to all.

Join Motherson Health & Medical and be part of our mission to make a positive impact on global healthcare.

## What you'll do

You will be responsible for creating high-quality and engaging content that aligns with the brand's voice and objectives. Your role will involve researching, writing, editing, and proofreading various types of content, such as blog posts, articles, website copy, social media posts, and marketing materials. You will work closely with cross-functional teams, including marketing, SEO, and design, to ensure content meets the target audience's needs and supports business goals.

Responsibilities:

- Conduct thorough research on industry-related topics to generate ideas and gather information for content creation.
- Write clear, concise, and grammatically correct content pieces across different formats and channels, such as blog posts, articles, website copy, social media posts, and marketing collateral.
- Edit and proofread content to ensure accuracy, clarity, consistency, and adherence to brand guidelines.
- Collaborate with cross-functional teams to develop content strategies that align with marketing objectives and target audience needs.
- Optimize content for search engines (SEO) by incorporating relevant keywords and meta tags.
- Create engaging and persuasive copy for marketing campaigns, product descriptions, and

## What we are looking for

- Bachelor's degree in English, communications, journalism, or a related field.
- Experience of 4+ years as a content writer, copywriter, or similar role.
- Excellent written and verbal communication skills, with a strong command of grammar, spelling, and punctuation.
- Ability to write in a variety of tones and styles to match different target audiences and platforms.
- Solid understanding of content marketing principles, SEO best practices, and social media platforms.
- Proficiency in conducting research and synthesizing information from various sources.
- Detail-oriented with strong editing and proofreading skills.
- Creative thinker with the ability to generate innovative content ideas and approaches.
- Strong organizational and time management skills to meet deadlines.
- Familiarity with digital marketing and analytics tools is a plus

## What we offer

The team is growing at the same time our Group grows. Therefore there are many opportunities for you to grow with us!