

Job Title: SEO Content Writer

Employer: DAI Research & Advisory Services (DAI)

Job Coordinator: Post-Art Project

Location: Delhi/Remote

Assignment type: Short-term Contract

Salary: Commensurate with qualifications and experience

About DAI:

DAI Research & Advisory Services is dedicated to advancing knowledge and driving informed policy decisions through rigorous research and expert consulting services. With a legacy of excellence, DAI has emerged as a trusted partner for academic institutions, government agencies, and organizations seeking evidence-based solutions.

To know more about DAI Research & Advisory Services and its work, visit:

<https://www.daiadvisory.org/>

About the Role:

We are seeking a talented SEO Content Writer to join our team. As an SEO Content Writer, you will be responsible for creating and optimizing content for our company's website. You will collaborate closely with the Communications team – **Post-Art Project**, as well as with employees and researchers across the organization, to develop high-quality content that aligns with our brand and supports our SEO and company strategy.

Key Responsibilities:

- Write clear, engaging, and keyword-optimized content for our website, blog posts, articles, and other online platforms.
- Conduct keyword research and use SEO best practices to ensure content is discoverable and ranks well in search engines.
- Collaborate with the Communications team to develop content strategies that align with company goals and target audience interests.
- Edit and proofread content produced by other team members or departments to maintain quality and consistency.
- Stay updated on industry trends and best practices in SEO and content marketing.

- Coordinate with internal stakeholders to gather information and insights that contribute to content creation efforts.
- Ensure all content produced adheres to DAI guidelines and reflects the company's voice and values.

Background and Requirements:

- Proven work experience as a Content Writer, Copywriter, or a similar role.
- Excellent writing and editing skills in English, with a keen eye for detail and proficiency in grammar and punctuation.
- Ability to collaborate effectively with cross-functional teams and adapt writing style to match the tone and voice of various content types, that matches DAI's brand and vision.
- Strong understanding of SEO principles and experience with keyword research.

Education:

- Bachelor's degree in English, Journalism, Communications, Marketing, or a related field (preferred but not required).

How to apply?

Interested candidates should send their CVs in PDF format only to jobs@postartproject.com. **The filename for the CV should be in the following format: lastname_cv.pdf (everything in lower case). Please make the subject of the email "DAI_SEO_ContentWriter Job Application".**

The deadline for applying is **15th July 2024**. Only shortlisted candidates will be contacted for the next round.