

Location: **Bangalore**

Experience: **2+ years**

Identity Access Management (IAM) is one of the three highest growth technologies in IT industry. ILANTUS is one of the global leaders in IAM. Known for technical innovation (3 international patents) and customer service in US, ILANTUS is at the most exciting phase of its 18-year-old history. ILANTUS products like Niche, Compact & Identity Plus are cutting edge. ILANTUS has some exciting career opportunities for leaders who would like to write history. We are looking for a right candidate for “Content Writer” position.

Job Brief:

We are looking for a Content Writer to join our Marketing team and manage our online and offline communication with clients to increase brand awareness.

Content Writers responsibilities include content creation for marketing collaterals, website via industry research which would appeal to our audiences and boost brand awareness.

Responsibilities:

- Write clear marketing copies to promote our products/services
- Build and manage a rich media content for website, blog posts, whitepapers, ebooks, case studies, reports, webinars, infographics, etc. that attracts qualified audience
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages and lead generation content
- Write professional Press Releases for online distribution
- Craft and send regular newsletters with company updates
- Content creation for our Social Media channels
- Ensure all-around consistency (style, fonts, images and tone)

Requirements:

- Proven work experience as a Content Writer, Technical Writer, Copywriter or similar role preferred
- Portfolio of published articles would be a plus
- Excellent communicator and creative thinker
- Familiarity with B2B preferred
- Excellent verbal and written communication skills
- Hands-on experience with Content Management Systems (e.g. WordPress)