

**About Ilantus:**

Ilantus Technologies has been in Identity and Access Management industry for 18 years. We offer solutions tailored to different industries to suit their organizational environment, Implementation services and Managed Services.

Ilantus has been repeatedly positioned in Gartner's Identity and Access Management as a Service (IDaaS) Magic Quadrant and featured in the Gartner's report on Critical Capabilities for Identity and Access Management as a Service, Worldwide.

Ilantus has various customers across the globe like HSBC, Canon, Mazda, Brother, Titan, Godrej, Aditya Birla Group, Jindal, Narayana Health, etc.

**Job Brief:**

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

Content Writer's responsibilities include ideating and creating customer and sales focused content in various forms.

**Responsibilities:**

- Write clear marketing copies to promote our products/services
- Create and publish Customer Success stories by talking to customers, understand how our products have added value
- Create sales collaterals but is not restricted to just Brochures, Datasheets etc.
- Understand buyer personas and create relevant content
- Co-ordinate with Customers/Partners to roll out Video content
- Ensure all-around consistency (style, fonts, images and tone)

**Requirements:**

- Proven work experience as a Content Writer
- Some past experience in marketing preferred
- Excellent communicator and creative thinker
- Familiarity with B2B preferred especially in IT
- Excellent verbal and written communication skills
- Hands-on experience with Content Management Systems (e.g. WordPress)