

**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 Write to join our Marketing team and manage our online and offline communication.

Content Writer's responsibilities include ideating and creating generic marketing content including website as well as social content.

**Responsibilities:**

- Write clear marketing copies to promote our products/services on our owned media
- Grow new leads, including marketing-qualified leads, by converting site traffic through appealing calls-to-action, landing pages and lead generation content
- Create compelling Social Media content for LinkedIn, Facebook, Twitter, Youtube etc.
- Create engaging content in the form of blogs, whitepapers, infographics which are technical in nature
- 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)