

Job Name: Copy Writer**Job Description:**

The copywriter is responsible for inter-alia taking advertising briefs and generating original copy ideas including the words, Slogans and audio scripts that accompany advertising visuals that grab the attention of the target audience.

Experience:

4-6 years with an understanding of the shipping and logistics sector.

Educational Qualification:

- 1) Bachelor's Degree in English Literature from a recognised university.
- 2) Desirable: Post Graduate in any subject/ Mass communication.
- 2) Preference will be given to the candidate having good knowledge in Shipping Sector.

Experience & Skill sets required:

- Should have experience of writing editorials, blogs, articles, etc
- Should be able to edit, proofread, review and rewrite content including but not limited to feature articles, blog posts, web content, social media content, press release, emailers etc.
- Should be able to research and write articles and marketing collaterals, create brand communication to engage stakeholders across communication touch points including social media
- Excellent command over the English language, Expert writing skills, editing and proof reading abilities.
- Ability to write concise, attention grabbing and hard-hitting copy that puts the message across.
- Creative bend of mind with strong visualization skills.
- An advertising background with an understanding of Search Engines and Internet Marketing, an added benefit.

Salary:

6.5 – 7.2 Lakhs

Terms of Engagement

The position is initially for a period of one year and subsequent extension(s), if any, shall be considered depending upon the requirement, work performance and quality output.

The last date of submission of application is 21st April 2017. Incomplete applications are liable to be rejected. Please apply in plain paper with C.V. and attested copies of the testimonials to the

Managing Director,
Indian Ports Association,
1st floor, South Tower, NBCC Place,
Bhisham Pitamah Marg, Lodi Road,
New Delhi – 110 003

The written test will be held on 24.04.2017 at 14.00 hrs at IPA