



## **JOB DESCRIPTION**

### ***PR and Content Writing Executive***

At ***Learning Matters***, we improve student learning outcomes in schools at the middle & bottom of the socio-economic pyramid with highly affordable and scalable technology and non technology products. Our products are revolutionising the ed-tech domain space, transforming the way teachers teach, and the way students learn at schools, institutions, and universities.

#### ***What we are looking for in this role***

Learning Matters (LM) is seeking an experienced and passionate PR and Content Writing executive to join our Marketing team.

In this role, you will have a significant impact on our business through the powerful content you create for all marketing campaigns as well as through the media opportunities you secure to highlight the organisation and its impactful work to the world-at-large.

This is a full-time role requiring the candidate to work from the company office located in Bangalore.

#### ***Qualifications & Experience***

- Bachelor's degree in PR, communications, journalism or similar, relevant field
- Previous working experience as a Public Relations Specialist/Executive for at least 2 years
- A total of 2-4 years of experience in content writing

#### ***Your responsibilities***

##### ***Content Writing***

- Creating content for blogs, articles, product descriptions, social media, and the company website
- Conducting in-depth research on industry-related topics in order to develop original content
- Assisting the digital marketing team in developing content for advertising campaigns



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- Proofreading content for errors and inconsistencies
- Editing and polishing existing content to improve readability
- Conducting keyword research and using SEO best practices to increase traffic to the company website
- Creating compelling headlines and body copy that will capture the attention of the target audience
- Identifying customers' needs and recommending new content to address gaps in the company's current content

#### ***PR and Media***

- Plan and implement relevant media appearances for the organisation including in print publications and interviews in relevant ed-tech newspapers and other publications
- Build and maintain relationships with journalists and influencers
- Plan and carry out press releases for all organisational events, product releases and announcements
- Plan and implement public relations strategies and activities
- Measure performance of each activity and event; produce reports on each PR campaign
- Use different channels to optimise campaign's reach and success
- Arrange and coordinate interviews as well as public-speaking opportunities for senior leadership
- Stay up to date with PR and industry trends and best practices

*Sporadic travel required to tier-2, tier-3 schools and institutions to understand how organisation products are being used by the target audience*

#### ***Mandatory skills: What you should have***

- Excellent writing and editing skills in English
- Excellent oral communication skills in English, Tamil, Kannada
- Proven content writing experience
- Very good working knowledge of Google Drive, Google Docs
- A portfolio of published articles



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- The ability to handle multiple projects concurrently based on business priorities
- Passion for networking and connecting with people
- Ability and interest to represent the organisation wonderfully through speech and in writing
- Ability to read and write Tamil and Kannada is a plus

#### ***Work environment at LM***

- Great respect and recognition for your work
- Freedom to bring new ideas and original creativity to the table
- Freedom to challenge existing ideas
- Opportunity to represent cutting-edge, novel solutions in the edtech sector
- Opportunity to work directly with top leadership
- Opportunity to directly demonstrate capabilities and abilities to top leadership
- Plenty of opportunities for growth