

## Content Marketing Specialist

Location: Pune

**Company Overview:** Global Synergizers, a dynamic social impact advisory, thrives on collaborative engagement with diverse stakeholders in the ecosystem. Specializing in social program management, CSR, Impact Assessment, Monitoring & Evaluation, and Cause Marketing Programs, we have established a track record of impactful projects since our inception in January 2018. Our collaborative model involves working with sectoral experts and agencies, and our clientele includes prestigious names such as UNDP, Trigyn Technologies, United Telecom Limited, Abbott, RBL Bank, Essel Propack, United Telelinks, MSRLM, GIZ, MAVIM, among others. From livelihood and agriculture to renewable energy and entrepreneurship development, we have made significant strides in various sectors.

**Job Overview:** As a **Content Marketing Specialist** at Global Synergizers, you will play a pivotal role in shaping our online presence and communication strategy. This position offers an excellent opportunity to gain hands-on experience in various aspects of digital marketing, content creation, and Analytics.

### **Key Responsibilities:**

- **Content Strategy:** Develop and implement a comprehensive content marketing strategy aligned with business goals and target audience needs.
- **Content Creation:** Produce high-quality, engaging content including blog posts, whitepapers, case studies, eBooks, infographics, and social media updates.
- **SEO Optimization:** Optimize content for search engines to increase organic search visibility and drive traffic to our website.
- **Editorial Calendar:** Manage and maintain a content calendar to ensure consistent and timely delivery of content.
- **Collaboration:** Work closely with the marketing, sales, and consulting teams to create content that supports lead generation and client retention efforts.
- **Analytics and Reporting:** Monitor and analyze content performance metrics to inform future content strategies and improvements.
- **Industry Trends:** Stay updated on industry trends, competitive landscape, and best practices in content marketing and B2B consulting.

### **Qualifications:**

- Bachelor's degree in Marketing, Communications, PR, Journalism or a related field.
- 2+ years of experience in content marketing, preferably in a B2B setting.
- Proven track record of creating engaging and high-performing content.
- Strong understanding of SEO principles and best practices.
- Proficiency with content management systems (CMS), such as WordPress.
- Experience with analytics tools, such as Google Analytics, to measure content performance.
- Excellent writing, editing, and proofreading skills.
- Strong project management and organizational skills.
- Ability to work independently and as part of a team in a fast-paced International

- environment.
- Familiarity with social media platforms and strategies.

**Preferred Qualifications:**

- Experience in B2B/ consulting industry or a related field.
- Knowledge of marketing automation tools like HubSpot or Marketo.
- Graphic design skills and proficiency with tools like Adobe Creative Suite or Canva.

**Compensation:** As per industry norms. Salary no bar for right candidate

This resource needs to be highly experienced, dedicated, and knowledgeable as it will be the main marketing resource that will drive the strategy and get us the results.

**Application Process:** Eager applicants can submit their resume and cover letter on priority. Please email the documents with the subject line “Content Specialist” to Sunanda@globalsynergizers.com.

Join us at Global Synergizers to dismantle barriers, ignite transformation, and foster a community dedicated to collaboratively shaping a better world.

Engage with diverse stakeholders in the ecosystem, specializing in social program management, CSR, Impact Assessment, Monitoring & Evaluation, Cause Marketing Programs, and more. Together, let's create positive change and build a future that transcends boundaries.