

JOB DESCRIPTION

Copywriter

About the role:

If you're a passionate storyteller hungry to make a difference with your words, we want to hear from you! Through your words and ideas, you will bring our mission and impact alive on our campaigns, reports, website, emails, social channels, blog, and much more.

Responsibilities:

- Contribute to creative strategies and campaign ideas
- Craft monthly newsletters and campaign emailers for various audiences
- Write engaging website copy and landing pages with user experience in mind
- Develop compelling captions for social media, blogs, and Google Ads
- Ensure consistent brand voice across all communication channels
- Support cross-functional teams with messaging needs
- Plan and execute campaigns and fundraising events through storytelling
- Write scripts for brand and campaign films

Must-Haves:

- 7-10 years of copywriting experience in an advertising agency setting
- Proven track record of success with English-speaking consumer brands and exceptional command of the English language, grammar, and syntax
- Experience with email marketing, website copywriting, and video scripts
- Social media savvy and familiarity with current trends
- Passion for social impact and understanding of our organisation's mission
- Openness to travel and engage with our beneficiaries to deepen your understanding

Skills:

You are a storyteller at heart

You weave narratives that resonate deeply with diverse audiences, connecting them to our cause on an emotional level.

Any medium works for you

Websites, emails, social media – you adapt your voice and style like a pro, ensuring clarity and a seamless user experience across all platforms. You are a master of both short-form and long-form writing, adapting tone and style seamlessly.

You care about the details

Consistency is your kryptonite. You safeguard our brand voice across every channel, building trust and recognition with every word.

You are a creative problem solver

Beyond writing, you're a strategic thinker, brainstorming campaign ideas and collaborating with teams to turn goals into impactful stories.

You can express yourself

You are not afraid to share a different opinion or make things better. And you do so with poise, confidence and respect for others.

You take the initiative

You are proactive, resourceful, and self-motivated with a can-do attitude. You're not waiting for permission to get going. You see something broken, you fix it.

You thrive in a collaborative space

You are excited about collaborating with others in your team. It doesn't matter who came up with the idea, as long as it's good. You care more about the end goal than personal recognition.

Location: Mumbai

This is a full-time role based in Mumbai.

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