Content Writer-Cum-Researcher

MyGov is the citizen engagement platform of the Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under the Ministry of Electronics & Information Technology. Details about MyGov can be seen at https://MyGov.in

MyGov is looking for a Content Writer who can create/ co-create- contents for website & social media of MyGov State Instances in accordance to Central Government policies and schemes & initiatives take by State Governments and should be consistent with the MyGov guidelines and goals.

An ideal candidate should have work experience in developing and implementing creative content strategies that align with MyGov objectives and guidelines.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you a regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of the initial contract period, a regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for a Content Writer cum Researcher.

Interested candidates may apply in this form.

Position: Content Writer-Cum-Researcher

No. of Position(s): 1
Qualification: Graduate/Postgraduate in any discipline
Years of Experience: 2-3 years

Responsibilities:
Content Development:
- Research and write high quality, engaging, and accurate content for various platforms, including articles, reports, social media, and newsletters.
- Develop creative and innovative citizen engagement content aligned with government initiatives, to be used across MyGov State instances.
- Draft, review, and edit content for clarity, tone, and accuracy, maintaining adherence to brand guidelines.

Research & Analysis:
- Conduct thorough research on government schemes, policies, and decisions, understanding their historical, cross-sectoral, and societal impacts.
- Analyse and interpret data to extract meaningful insights and trends to support content development.
- Stay updated with emerging trends in governance, public policy, and citizen engagement to ensure relevance and impact.

Visualization & Communication:
- Develop charts, diagrams, infographics, and other visual aids to present data effectively.
- Collaborate with creative teams to produce videos and other multimedia content.

Qualifications:
- Graduate/Postgraduate in any discipline.
- Proven experience (2-3 years) in content writing and research, preferably in communications, digital media, or creative writing roles.
- Strong proficiency in both English and Hindi, with excellent writing and editing skills in both languages.
- Familiarity with data analysis and visualization techniques.
- Ability to translate complex information into easily understandable content for diverse audiences.