

Content Writer - Hindi

MyGov is the citizen engagement platform of 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://www.mygov.in> .

MyGov is looking for an experienced Content Writer who understands web writing, SEO best practices, and brand-centred storytelling. They will craft various content types — including reels, memes and policy description notes for podcasts — that address our various target audience segments.

The ideal candidate will research topics and trends, optimize content for organic search, revise and edit pieces, and collaborate with other researchers, writers, producers, editors and designers to ensure brand consistency. They will be creative, strategic, detail-oriented, and able to meet deadlines.

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 **Content Writer - Hindi**.

Position: Content Writer - Hindi

Owner: MyGov

No. of Position(s): 1

Qualification: Bachelors or Masters in any discipline, preferably in English/ advertising/ PR

Experience: 0-2 years as a content writer or digital marketer

Roles & Responsibilities:

- Produce quality writing that connects with target audiences, boosts engagement, and enhances brand awareness.
- Promote MyGov's mission and vision through clear, compelling content and improving CTA.
- Increase website traffic by following SEO best practices.
- Complete writing assignments within project specifications and deadlines.
- Write creative content on govt policies, achievements, and positive transformation across country.
- Conduct in-depth research and convey findings with accuracy.
- Revise and edit content before going into production.
- Stay current on trends to augment content development.
- Work with content strategists to build editorial calendars.
- Collaborate with team members to ensure alignment and consistency in branding, style, and messaging.

Requirements:

- Exceptional written communication skills.
- Impeccable use of grammar, punctuation, and spelling.
- Strong attention to detail.
- Ability to meet tight deadlines.
- Creative and strategic-thinking skills.
- Proficiency in web-based research and SEO best practices.
- The candidate having knowledge of bilingual will be preferred.

Qualifications:

- Bachelors or Masters in any discipline, preferably in English/ advertising/ PR.
- Proven experience as a content writer or digital marketer – 0 to 2 years.
- Ability to collaborate with other writers and receive and give feedback.
- Compelling writing style, voice, and tone.
- Positive attitude and a willingness to learn.
- Portfolio of relevant writing samples.