

About Karomi

Karomi is a leading Enterprise SaaS provider. Our flagship manageartworks.com platform enables 4000 leading Global and Indian brands Reach markets faster with Karomi's end-to-end packaging & artwork management system while achieving 100% compliance. We offer everything to get your artwork projects going. Manage every step of the packaging and artwork process.

Location: Chennai

Position: Content Writer

Responsibilities:

Marketing Content

- Write clear marketing copy to promote our products
- Create content for blog and social media posts
- Create content for online advertising channels
- Coordinate with marketing team for regular updates on marketing deliverables
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Create/ update website content as needed
- Create Product Documentation and Help content

Product Documentation

- Write customer facing product help guides
- Develop digital and print educational material
- Help in embedding context sensitive help content in the product
- Create and annotate screen-capture product videos for customers
- Create screenshot based click-through demos for customers

Training

- Create training strategies, initiatives, and materials
- Facilitate in providing training sessions for our customers
- Conduct workshops and individual training sessions
- Conduct evaluations and identify areas of improvement

Requirements

- Proven work experience as a Content Writer and process trainer or similar role
- Portfolio of published articles
- Familiarity with web publications
- Excellent writing and editing skills in English
- Keen Listener
- Hands-on experience with Content Management Systems (e.g. WordPress)
- Able to analyze problems and strategize for better solutions
- Ability to meet deadlines

Website: www.karomi.com and www.manageartworks.com