

Tata Consultancy is conducting a recruitment drive for the position of Content Writers.

Interested final year students (Currently Semester V/ Pass out year 2022) may apply.

The details of this recruitment process would be as below –

Eligibility Criteria

Any student who is due to complete his / her Bachelor's or Master's degree in 2022, in one of the following streams may apply.

- English Literature
- Comparative Literature
- Functional English
- Journalism
- Mass Media
- Digital Marketing
- Economics
- Sociology
- Psychology
- Political Science
- Commerce
- Philosophy
- Advertising
- Any other allied streams

An applicant must mandatorily have 50% or CGPA equivalent to 50% throughout his or her academic career, i.e., Std. X, Std. XII, UG, Diploma (if applicable) and PG (if applicable).

An applicant may have a maximum of 1 (one) active backlog / arrear / ATKT as on date, which has to be mandatorily cleared within the stipulated duration of the course.

An applicant may not have any extended education in his / her academic career – all courses must be completed within the stipulated duration of each course.

Total academic gap of an applicant must not exceed 28 calendar months.

The age of an applicant must be within 18 years to 28 years.

Job Description

Responsibilities:

- Rewrite and refresh legacy content to meet current messaging goals and fit new templates
- Research and organize facts
- Consistently brainstorm and collaborate with the team for new ideas and strategies
- Collaborate with campaign managers, creative team and designers
- Edit content produced by other members of the team
- Analyse content marketing metrics and deliver/rewrite content to support continuous content optimization efforts accordingly

Competency Requirements –

- Excellent verbal and written communication skills
- Very good command of English
- A keen eye for grammar, spelling, syntax and sentence construction
- Creative and innovative thinker and planner
- Confident of producing work across platforms like web, mobile apps and social media
- Able to align multiple brand strategies and ideas
- Collaborate with team members to accomplish goals
- Able to multitask, prioritize, and manage time efficiently
- Ability to create quality content and meeting deadlines
- Create copy for online marketing campaigns
- An aptitude and passion for learning and imparting training
- Proactive, flexible and result oriented

Job Location

PAN India

Our official testing partner, TCS iON would get in touch with all the applicants soon after receipt of their details from this end to conduct the online aptitude test for this hiring activity. Applicants can take this test in a virtual, proctored environment. While the test is planned in the second week of November, 2021, TCS iON would connect with the students over an email a few days prior to the test date to check their infrastructure readiness and conduct a dry run before the actual test.

All applicants who clear the said aptitude test would be invited to attend the interview process for final selection.

Please Note: Interested applicants are requested to submit relevant details through the link pasted here:

https://docs.google.com/forms/d/e/1FAIpQLSdQedYlKdgdC0mVQzpZ86rWJedJxZGwGPrjzgPI_nKRzz3azw/viewform?vc=0&c=0&w=1&flr=0

by 28.10.2021 till 8 p.m. in the evening. No submissions will be accepted beyond the stipulated time

To obtain the reference id:

Go to <https://nextstep.tcs.com/campus/#/> >Register Now> IT>Submit.

For further clarifications mail at placementcell@gokhalecollegekolkata.edu.in