

## **Job Profile- Project Executive**

1. Research ideas and facts pertinent to the type of content/topic assigned
2. Develop ideas derived from online/offline research and organize the same on paper or computer applications
3. Sort out workable ideas by a process of elimination and keep eliminated ideas stored for future reference
4. Write fresh content based on research and brainstorming by following instructions provided for each type of document
5. Develop engaging content for articles, blogs, stories and social media to entice and engage audience
6. Proofread content for errors or additions and ensure that content is written per instructions
7. Ensure that web page content is edited properly to increase on-screen readability
8. Think up titles for each piece of content keeping appropriateness in check
9. Copy, edit and proofread content created by other content writers to provide detailed feedback
10. Ensure that content contains sufficient keywords for search engine optimization
11. Manage user-generated content on social media sites
12. Manage the company's social media presence
13. Write content for the magazines keeping in mind the general structure and sentiment of the readers
14. Write content for client specific projects and should be responsible for final proof read and edit before deadline.
15. Develop prototypes and storyboards using a multitude of media creation and graphics editing tools
16. Rewrite, paraphrase or write content from scratch depending on specific instructions provided in the work order
17. Project handling including all content marketing
18. Strategy planning

However, the responsibilities will change accordingly with the expansion and diversification of business.