

Job Title: Hindi Content Writer

Location: National Co-operative Exports Limited (NCEL), Delhi

Reporting: Managing Director, NCEL

Company Description:

Join our dynamic team as a Hindi Content Writer at National Co-operative Exports Limited (NCEL), which is a distinguished national-level cooperative created with the approval of the Union Government and the Ministry of Cooperation in 2023, and registered under the Multi-State Cooperative Societies Act, 2002. It is promoted by five prominent cooperative institutions – The Gujarat Co-operative Milk Marketing Federation (popularly known as Amul), Indian Farmers Fertiliser Cooperative Limited (IFFCO), Krishak Bharati Cooperative Limited (KRIBHCO), National Agricultural Cooperative Marketing Federation of India Limited (NAFED) and National Cooperative Development Corporation (NCDC).

Responsibilities:

- Create high-quality, engaging Hindi content for various platforms, primarily digital.
- Conduct keyword research to optimise content for SEO.
- Proven ability to create content in government-standard Hindi; familiarity with Government of India's Glossary of Administrative Terms.
- Translate English content into fluent and culturally relevant Hindi.
- Assist in managing and creating content for social media channels.
- Edit and proofread content to ensure clarity and accuracy.
- Ability to work in cross-sectoral teams to align content with campaigns.

Requirements:

- Master's degree in Hindi, Journalism, Communications, or a related field.
- 1-3 years of experience in content writing or related roles.
- Proficiency in Hindi writing and translation.
- Strong editing, proofreading, and social media management skills.
- Familiarity with SEO best practices and keyword optimisation.
- Excellent communication skills in Hindi and basic understanding of English.

Benefits:

- Competitive salary
- Opportunities for career growth and development in a dynamic environment

How to apply: Interested candidates are invited to apply by sending their CV and a one-page cover letter in Hindi to career@ncel.coop