

**Job Name: Copy Writer****Job Description:**

The copywriter is responsible for inter-alia taking advertising briefs and generating original copy ideas including the words, Slogans and audio scripts that accompany advertising visuals that grab the attention of the target audience.

**Experience:**

3 years experience in Copy Writer. Preference will be given to the candidate having good knowledge in Shipping Sector.

**Educational Qualification:**

1) Bachelor's Degree/Masters/ Post Graduate Diploma in Journalism/Mass Communication/ Advertising and Public Relation.

**Experience & Skill sets required:**

- Should have experience of writing editorials, blogs, articles, etc
- Should be able to edit, proofread, review and rewrite content including but not limited to feature articles, blog posts, web content, social media content, press release, emailers etc.
- Should be able to research and write articles and marketing collaterals, create brand communication to engage stakeholders across communication touch points including social media
- Excellent command over the English language, Expert writing skills, editing and proof reading abilities.
- Ability to write concise, attention grabbing and hard-hitting copy that puts the message across.
- Creative bend of mind with strong visualization skills.
- An advertising background with an understanding of Search Engines and Internet Marketing, an added benefit.

**Salary:**

Around 60,000/- PM. / Negotiable

**Terms of Engagement**

The position is initially for a period of one year and subsequent extension(s), if any, shall be considered depending upon the requirement, work performance and quality output.

The last date of submission of application is 4<sup>th</sup> May 2017. Incomplete applications are liable to be rejected. Please apply in plain paper with C.V. and attested copies of the testimonials to the

**Managing Director,**  
Indian Ports Association,  
1<sup>st</sup> floor, South Tower, NBCC Place,  
Bhisham Pitamah Marg, Lodi Road,  
New Delhi – 110 003

**Written test / interview will be conducted on 5<sup>th</sup> May 2017 at 1400 hrs at IPA**

**Note: Eligible Candidate who has already applied against our advertisement no. IPA/GAD/ SUMP- 3 dated 14/04/2017 need not apply to again.**