



Job Description

Designation : Copywriter

Company Website : www.tlgroup.com, www.hotelmemberships.com

Key Responsibilities:

1. Write high-engagement social media content that reflects our brand voice.
2. Collaborate with Marketing, PR and Customer Experience to develop a variety of content marketing materials.
3. Produce error-free content that adheres to the company's style guidelines.
4. Interpret creative direction and adapt points from creative briefs into persuasive copy concepts.
5. Simultaneously manage multiple project with short deadlines.
6. Propose copy concepts and present underlying strategic thinking to business leaders.

Desired Profile:

1. Male/Female of minimum 2 years' experience.
2. Scrupulous about detailed work.
3. Self-motivated.
4. Comfortable working with IT.
5. Impeccable verbal and written communication skills in English.