



DESIGNATION: Content Writer

NATURE OF ENGAGEMENT: Contractual, 3 months

JOB PROFILE

Barefoot College International is looking for a Content Writer for a prestigious project, details of which are given below. The incumbent should have excellent writing skills and storytelling ability to simplify technical content into engaging story-based and explainer texts for poorly educated rural individuals. The ideal candidate should also have good organizational and interpersonal skills and will be expected to work closely with a team of project managers from varied backgrounds, experience, skill and knowledge levels.

The project involves making technical training more accessible to rural audiences. The present training content exists as technical SOPs, research papers, corporate powerpoint presentations and such documents aimed at a highly educated and qualified audience. BCI is playing the role of demystifying this knowledge for poorly literate rural audiences, making it engaging through story-based content. The topics in the content are primarily agro-based (starting with banana cultivation and dairy farming techniques) but also extends to ancillary topics necessary for adult empowerment, such as leadership, women rights, environmental conservation, sanitation and health. The success of this project shall lead to livelihood improvement of 1000+ rural farmers in the short term, and potentially millions in the long term.

The final transformed and broken down content shall be in multiple formats, such as classroom session plans, booklets supported with illustrations, display material, self paced courseware. The Content Writer shall be responsible for writing accurate, proofread, easily understandable texts for all of the above for low-literacy audiences such as farmers.

JOB RESPONSIBILITY

- Write engaging and compelling story based or explainer texts targeted to illiterate and/or semi-literate users.
- Transform complex technical documents including use cases, standard procedures, test cases, user guides, training materials, documentation, work flows into simple content for educational and training purposes
- Conceptualize and author engaging scripts to be used for creating animation videos.
- Assists in the development of a content delivery strategy.
- Researches, writes, edits, and provides materials including text, images, illustration flows
- Conduct a survey or interviews if needed to gather valuable information to inform content writing.
- Work with cross-functional teams for content delivery, developing ideas for visualizations, infographics and charts that creatively convey messages/data and technical content
- Work with the relevant team to revise the draft content following amendments and clarification and to participate in feedback from technical review, as necessary.
- Incorporate revisions related to content, design and/or language. The content text will adhere to Barefoot College International's standards for language and presentation.

- Proofread the texts after they are laid out by the designer;
- Ensure correctness of content language (i.e. use of grammatically correct language, spellings, among others), tone and style, adhering to the expectations of Content Development Lead
- Submit finalized content to Barefoot College International within the agreed timeline.
- Mentor grassroots colleagues in improving their creative writing skills through assignments, and critique/feedback sessions
- Work with volunteers to source relevant creative textual content

SKILLS

- Language editing and Word processing skills are a must and translation skills are desirable
- Ability to be flexible and respond to changes to text/layout as part of the review and feedback process;
- Strong interpersonal skills, able to communicate and work with diverse people;
- Participate effectively in team-based, information-sharing environment, collaborating and cooperating with others;
- Focus on impact and results for the client.
- Loves gardening, writing blogs, or talking about movie plots

EDUCATION AND EXPERIENCE

- Strong research and excellent writing skills, mandatorily in English and preferably in Marathi.
- Minimum of 3 years of experience in content writing, preferably in Marathi
- Experience and keen interest in education content writing/agricultural content writing preferred
- Basic understanding of pedagogy of learning
- Experience in content writing for rural audiences highly preferred
- Demonstrated ability to meet deadlines and work under pressure. Ability to work effectively in team-based, information sharing environment, collaborating with others in remote work

COMPENSATION

Barefoot College recognizes that the right candidate will have a significant impact on the success of the organization and is prepared to offer an attractive compensation package for the non-profit sector, commensurate with experience.

LOCATION

Base Location: Solan, Himachal Pradesh/Aurangabad, Maharashtra. Involves extensive travel. WFH option can be considered based on COVID situation.

TO APPLY

Interested candidates can send their resume including their portfolio/samples of past work to: education@barefootcollege.org.

Shortlisted candidates will be given a short task/assignment submission of sample content provided by Barefoot College International based on quality of assignment submission, candidates will be shortlisted for an interview.

Last date to receive applications: