

Content Writer – Sigmaflux

Company: Sigmaflux

Experience Required: 0–2 Years (Portfolio Required)

Location: Eternity Mall, Teen Hath Naka, Thane (W)

Work Mode: Work from Office (Mon–Sat, 9 AM – 6 PM)

Employment Type: Full-time

Salary:

KK - Someone with non-AI writing skills, non-plagiarism, no spelling or grammar mistakes tolerated.

About Sigmaflux

Sigmaflux is a performance-focused digital growth agency specialising in Website Development, SEO, Google Ads, Meta Ads and strategic marketing. We help brands build strong digital presence with structured, business-driven content and communication.

Job Summary

We are looking for a **Content Writer** who understands how to write content that is engaging, structured, and aligned with **SEO best practices**. The ideal candidate should be able to research business topics, write clearly, and adapt tone and style based on the brand and target audience.

The role involves writing blogs, website content, social media copy and campaign content — with a strong focus on clarity, readability and business relevance.

Key Responsibilities

- Write high-quality, original content for blogs, websites, landing pages, emailers and social media
- Conduct research on industry and business topics
- Structure and optimise content using **SEO best practices** (keywords, readability, meta content etc.)
- Collaborate with marketing, strategy and design teams to align content with brand positioning
- Edit and proofread content to ensure clarity and grammatical accuracy
- Repurpose long-form content into short-form formats where required
- Maintain consistent tone and messaging across platforms
- Stay updated with content & digital marketing trends

Skills & Requirements

- Proven content writing or copywriting experience (portfolio mandatory)
- Strong English writing, editing and proofreading skills

- Understanding of **SEO-oriented content writing**
- Familiarity with tools like SEMrush / Yoast / Google Keyword Planner (preferred)
- Ability to write in different tones and formats
- Basic knowledge of WordPress / CMS platforms is a plus
- Ability to manage deadlines and multiple assignments

Preferred Qualifications

- Bachelor's degree in English, Journalism, Marketing, Mass Media or related field
- Experience writing for digital marketing / B2B brands preferred

Qualities We Value

- Clear and structured thinking
- Curiosity and research mindset
- Business-focused writing approach
- Attention to detail
- Consistency and ownership

What We Offer

- Opportunity to write for multiple brands and industries
- Learning exposure to SEO and digital strategy
- Supportive and collaborative work culture
- Growth opportunities within the content & digital domain

How to Apply

Share your **resume + writing samples / portfolio** at kapoor@sigmaflux.com

Subject Line: *Application – Content Writer – Sigmaflux*