

Job Opportunity: Content Writer - B2B

About Epicenter

For 25 years, Epicenter has been at the forefront of the Technology & Business Process Management industry, driven by a single belief: happy employees deliver exceptional results. Here you'll find a career built on innovation, led by seasoned experts with over two decades of experience. Our commitment to our team is the secret behind our lasting success and the reason we're trusted by global clients.

Ready to be part of a team where your happiness is a priority and your work truly makes an impact? Join Epicenter.

About the Job

We're seeking a talented B2B Content Writer to join our marketing team and craft compelling, search-optimized content that drives engagement and business growth. In this role, you'll create strategic content across multiple channels including our website, blog, LinkedIn, and social media platforms. You'll work closely with our Creative and SEO teams to execute content strategies that position Epicenter as a thought leader in the BPM/BPO industry.

Location/Hours

Location: Mumbai

Shift: Night

Job Responsibilities / Expectations

- Create high-quality, engaging content for Epicenter's website pages, landing pages, and service pages
- Write insightful blog posts that address industry trends, challenges, and solutions relevant to our B2B audience
- Develop compelling LinkedIn articles and posts that showcase thought leadership and drive engagement
- Craft social media content across platforms that aligns with brand voice and marketing objectives
- Support the Creative and SEO team with content execution strategies and best practices
- Write case studies, white papers, and other long-form content that demonstrates Epicenter's value proposition
- Adapt content tone and style for different platforms and audience segments
- Edit and proofread content to ensure accuracy, clarity, and consistency
- Stay updated on industry trends, competitor content, and emerging B2B marketing practices
- Work with the design team to ensure content and visuals work harmoniously
- Analyze content performance metrics and optimize based on insights
- Maintain content calendar and ensure timely delivery of all content assets
- Support email marketing campaigns with compelling copy

Minimum Qualifications

- 3-5 years of experience in B2B content writing, preferably in technology, BPO/BPM, or related industries
- Strong portfolio demonstrating expertise in creating diverse content types (blogs, web copy, social media, etc.)
- Excellent command of English with exceptional writing, editing, and proofreading skills
- Solid understanding of search optimization principles and content marketing best practices
- Experience with keyword research and analytics tools (Google Analytics, SEMrush, Ahrefs, etc.)
- Proven ability to write for B2B audiences and understanding of the B2B buyer's journey
- Strong research skills and ability to quickly grasp complex technical topics
- Familiarity with content management systems (WordPress or similar)
- Ability to manage multiple projects and meet deadlines in a fast-paced environment
- Creative thinking with attention to detail
- Strong collaboration and communication skills

Desired Qualifications

- Graduate degree in English, Journalism, Marketing, Communications, or related field
- Experience in the BPM/BPO industry or technology sector
- Knowledge of LinkedIn content strategies and LinkedIn algorithm
- Experience with social media management tools (Hootsuite, Buffer, Sprout Social)
- Understanding of content marketing metrics and analytics
- Familiarity with marketing automation platforms
- Experience creating video scripts or multimedia content
- Knowledge of HTML/CSS basics for web content formatting
- Certification in content marketing or digital marketing
- Experience with AI-powered writing tools while maintaining original, high-quality output

Why Join Epicenter?

We believe in investing in our people. At Epicenter, you'll have the opportunity to make a global impact with a company consistently ranked among the Top 20 BPOs in India. We're also the proud recipient of the "Best Customer Service Provider" award for nine consecutive years.

Our commitment to your future is our priority. We offer ongoing training, mentorship, and upskilling opportunities to ensure you stay at the forefront of the industry.