

Job Description

Position/Title:	Content Strategist & Writer	Department: WISE Tech
Reporting to:	Executive Director	
About WISE Tech:	<p>WISE Tech, part of the S.P. Jain Institute of Management & Research (a top 5 ranked B-school in India), is a start-up studio that focuses on the impact of technology on society and the planet. We define Wise Innovation as intentional innovation designed to generate a net positive impact on society and the planet. One of our initiatives includes the fortnightly newsletter 'Quest'.</p> <p>Quest examines innovation, technology adoption, and societal impact through a multidimensional Ethics-Responsibility-Sustainability (ERS) lens. Each article in Quest is typically triggered by a contemporary innovation-related event or trend. In response, the article raises and examines a thought-provoking ERS question on the ramifications of that event or trend and initiates a discussion on implications for engaged citizens, managers and policy makers.</p>	
Job Summary:	<p>We are seeking a talented and passionate Content Writer to join our team and contribute to Quest. This role involves researching and crafting insightful and thought-provoking articles on topics related to innovation, technology, start-ups, and their societal and environmental impacts. The ideal candidate will have a background in journalism or possess strong research and writing skills, with the ability to produce critical and engaging content.</p>	
Job Responsibility:	<ul style="list-style-type: none"> • Craft high-quality, original articles and thought leadership content for the 'Quest' newsletter, published every fortnight. • Research and analyze topics provided by the WISE Tech team, ensuring a deep understanding of the subject matter. • Network and gather leadership / industry insights from professionals / experts in the field. • Produce articles that explore the paradoxes in technology and start-up solutions, focussing on their societal and planetary impacts. • Collaborate with the WISE Tech team to ensure content aligns with the studio's mission of generating a net positive impact. • Edit and proofread content to ensure clarity, coherence, and correctness. • Meet deadlines and manage multiple writing assignments simultaneously. 	
Education & Experience:	<ul style="list-style-type: none"> • Bachelor's degree in Journalism, Communications, English, or a related field. 	

	<ul style="list-style-type: none"> • A minimum 3 to 5 years of experience in content writing, including but not limited to articles, reports, or thought leadership content, preferably in the technology or sustainability sectors. • Excellent research skills and the ability to synthesize complex information into engaging and accessible content. • Strong writing, editing, and proofreading skills with attention to detail. • Ability to produce critical and thought-provoking content on given topics. • Familiarity with the latest trends and issues in technology and sustainability. • Ability to work independently and collaboratively in a fast-paced environment.
<p>Skills/Capabilities Required:</p>	<ul style="list-style-type: none"> • Experience in a journalistic role or as a content writer for technology or sustainability-focused publications. • Strong portfolio of published articles or thought leadership content. • Knowledge of the start-up ecosystem and its societal and environmental impacts. • Knowledge of industry standards such as GRI, SASB, TCFD, BRSR, etc. • Creative thinker with the ability to generate unique insights and perspectives. • Ability to collaborate with internal and external stakeholders, including designers and agency partners to produce visually appealing content aligned to brand guidelines.
<p>Important Notes</p>	<ul style="list-style-type: none"> • The position can be either full-time or part-time, though the preference is for a full-time contractual arrangement for a period of 1 to 2 years. • Hybrid work arrangements considered.

Interested candidates are requested to reach out at hr@spjimr.org or navin.poojari@spjimr.org to initiate further conversation