

About Techmagnate-

Techmagnate (<https://www.techmagnate.com/>) is a leading Digital Marketing Agency based in New Delhi, India and we are expanding! We are looking for ROI-driven digital marketing experts to #BeAMagnate.

Our core competencies are digital marketing & technology solutions. We help you to outline, evolve and employ proficient, best priced and top-notch Digital Marketing Services, including Search Engine Optimization, Pay Per Click, App & Mobile Marketing, Reputation Management, Social Media, Content Marketing and more related services to empower your business.

We have a strong, hustling and enthusiastic team of 250+ young digital marketing professionals who have delivered fantastic results for top-notch clients in industries like BFSI, B2B, Healthcare, IGaming, Education and Ecommerce.

Our 9 Core Values are more than just words, they're a way of life. We know that Company with a strong culture & a higher purpose perform better in the long run.

Do you relate to our values?

- ❖ Digital Excellence
- ❖ Trusted Partnerships
- ❖ We've got each other's back
- ❖ We see things end to end
- ❖ Think big, be bold
- ❖ Keep learning, keep unlearning
- ❖ Abundant positivity
- ❖ Open mind open door
- ❖ Customer Growth

Key Responsibilities:

Content Strategy & Development

- ❖ Plan and execute content strategies for insurance and BFSI clients in collaboration with SEO and digital marketing teams.
- ❖ Write and edit compelling, accurate, and jargon-free content on topics like life insurance, term plans, ULIPs, investment products, and financial planning.
- ❖ Translate technical insurance concepts into simplified, easy-to-understand language for various audience segments.

Editing & Quality Control

- ❖ Ensure all content follows financial compliance, editorial tone, and SEO guidelines.
- ❖ Review and edit financial content for structure, tone, clarity, accuracy, and grammar.

- ❖ Train junior writers and freelancers on industry-specific writing requirements.

Team Collaboration & Coordination

- ❖ Collaborate closely with SEO specialists, designers, and social media teams to align content efforts across digital platforms.
- ❖ Guide junior content writers and support their development through regular feedback.
- ❖ Work closely with project and account managers to meet client expectations and delivery timelines.

Client & Stakeholder Management

- ❖ Interact with BFSI clients, especially insurers, to understand briefs and provide content solutions.
- ❖ Handle content feedback loops professionally and make iterative improvements.
- ❖ Present editorial plans and performance reports as needed.

Content Marketing & Outreach

- ❖ Oversee BFSI-focused content distribution strategies, including guest posts, financial blogs, and niche publications.
- ❖ Build relationships with editors and influencers within the insurance domain to boost content visibility.

Mandatory Requirements:

- ❖ 4–6 years of content experience in the BFSI sector – insurance industry experience is mandatory.
- ❖ Demonstrated ability to create simplified content from complex insurance concepts (e.g., ULIPs, annuities, health cover, riders).
- ❖ Understanding of compliance standards and content sensitivities within the insurance domain.

Qualifications & Skills:

- ❖ Bachelor's or Master's degree in English, Journalism, Finance, Marketing, or Communications.
- ❖ Excellent command of English, with a focus on financial storytelling and content simplification.
- ❖ Hands-on experience with SEO content practices (preferably in BFSI), WordPress, Google Analytics, etc.
- ❖ Familiarity with financial portals, IRDAI guidelines, and insurance documentation.
- ❖ Strong multitasking and stakeholder management skills.