

1. Position Identification

Title	Lead - Content Writer
Functional Area	Sales
Level	4 A
Functional Designation	Lead – Analyst
Reports to	Sr. Manager Solutions

2. Position Objective

A Content writer is a person who has the ability to understand technical or scientific material and write it in a simple way, so that people with non-technical backgrounds can easily comprehend it. He/she is responsible for writing, reviewing and editing technical/non-technical documentation for the organization's products, proposals and offerings. This person must have excellent research skills, must be able to organize his/her ideas, and be able to translate technical / non technical terms into text that any reader can understand. Also need to be involved in writing technical materials, such as equipment manuals, user manuals, appendices, or operating and maintenance instructions and may also assist in layout work.

3. Competencies Required

The following competencies are required for this position:

Generic Requirements	<ul style="list-style-type: none"> • Must have a very good command over the English language, both written and verbal. • The candidate must have extensive experience in preparing commercial documents • Should exhibit keen scientific or technical awareness and the ability to grasp complex technologies, tools or knowledge and learn quickly. • Should be able to understand the various technical/ non technical terminologies. • Minimum of 5 years experience in a writing role. • Advanced computer skills especially in MS Office tools (Word, Excel and PowerPoint) are a prerequisite. • Good working knowledge in Photoshop and HTML will be an added advantage. • Understanding of Word formatting (using, editing styles and stylesheets) must be excellent. • Skill to write concise documentation is a must. • Must have very good verbal communication skills as well. • Must be flexible and have ability to interact with all levels of customers or company's staff. • Must possess multiple writing styles (functional/technical/layman) to cater to various levels of audiences. • Must be able to visualize receptive levels of the addressed audience and tweak writing styles accordingly.
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	<ul style="list-style-type: none"> • Highly motivated and responsible individual. who takes ownership of assigned duties/tasks • Experience in training others in documentation will be an added advantage as the person will be required to train team members in developing writing skills. • Must have a demonstrated ability to work within tight deadlines. • Portfolio of samples of prior work must be presented at interview • A Masters or Bachelors Degree in English or Certification in Technical writing will be an added advantage.
Responsibilities	<ul style="list-style-type: none"> • Perform writing assignments in English . • Confer with customer representatives and/or vendors to establish technical specifications for sales proposals and presentations. • Follow a documentation process to create the highest quality document possible on time and within budget. • Conduct an audience analysis to identify the needs of the users, interview subject matter experts to ensure technical accuracy and determine the format of the document. • As an integral part of cross-functional nature of the consultancy and training industry, this person must have thorough researching skills and ability to learn about the proposed services and translate what he learns into product briefs for staff and proposals for customers. • Able to build news articles to reflect the company's achievements and functions. • Organise material and complete writing assignments according to set standards regarding order, clarity, conciseness, style, and terminology. • Maintain records and files of work and revisions • Manage multiple assignments simultaneously, while working independently. • Select photographs, drawings, sketches, diagrams, and charts to illustrate material. • Arrange for typing, duplication, and distribution of material if needed. • Assist in laying out material for publication. • Review documents supplied by management or sales team
Documentation and Publishing	<ul style="list-style-type: none"> • Develop and maintain installation, configuration, how-to documentation and online help for both customers and employees. • Study drawings, specifications, mockups, and product samples to integrate and delineate technology, operating procedure, and production sequence and detail. • Review the published materials and recommend revisions or changes in scope, format, content, methods of reproduction and binding. • Confer with customer representatives, vendors, or publisher to establish technical specifications and to determine subject material to be developed for publication. •

4. Organisational Relationship/Authorities

Supervisory Responsibilities

This job has no supervisory responsibilities

5. General Responsibilities

Interpersonal Skills - Maintains confidentiality, Remains open to others' ideas and tries new things.

Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Ethics - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.

Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.

Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments

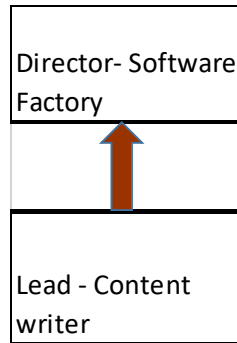
Quality - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve

Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan

6. Reporting Structure



7. Acknowledgement

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Employee:		Direct Manager:	
Signature:		Signature:	
Prepared by:		Date Issued:	