














Call out for an innovative, organized and self-motivated enthusiast with a keen interest in driving strategic messages to key internal and external role-players.

**A Communications & Content Specialist who can,**

-  Make the otherwise complex and monotonous Insurance Business concepts understandable and interesting, mainly directed towards customer retention
-  Research and develop contents for internal and external (including Social Platforms) communications keeping in mind company's strategy and brand initiatives
-  Work on developing empathetic calling scripts for customer service executives considering the end consumer profile and calling purpose
-  Prepare engaging training modules for internal and external users clearly laying down the benefits of our services
-  Developing multi-channel communication strategies to enable digital and other forms of Marketing
-  Track and report on the effectiveness of all communication types the company is currently using, and come up with innovative ways to better share our message and brand with internal and external customers
-  Provide accurate reports and analysis to clients and company management to demonstrate effective return on investment (ROI)
-  Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
-  Conduct keyword research and web statistics reporting

**Why ValuEnable?**

-  We are all set to announce our launch to the world and you will be an important member of a small team
-  You will have all the authority and independence while setting up the processes and implementing those
-  The nature of the Insurance Business makes it more challenging for a communication specialists to work around making it sound interesting and hence a continuous engaging and exciting profile
-  Our solutions being novice, would entice interesting challenges and while solving those you will experience a 360 degree learning and development opportunities for yourself

**Eligibility**

- Bachelors/Masters degree in communications, journalism, public relations, or a related field
- A minimum of 2 to 3 year's experience in communications strategy development on all kinds of media platforms (essential).
- Excellent written and verbal communication skills.
- Past experience in Financial services would be an added advantage
- Works well under pressure and meets tight deadlines with Strategic and Creative mindset.
- Proficient with new age tech and communication tools and meticulous attention to detail.
- A portfolio of work (including experience in content writing, communications, creative design, and marketing) available for review.

**Compensation**

Annual CTC: 4.5-6.5 Lakhs, Full Time Employmen