



Job Code: 2023/019

Role: Content Specialist

Job Location: Bangalore

**About Enzen ([www.enzen.com](http://www.enzen.com))**

Enzen Global is an innovative & knowledge-based Consulting, Engineering and Operations organization exclusively working on Energy and Utility (Gas, Power, and Water) sectors. We provide outcome-based turnkey solutions, blending industry best practices and leading-edge ideas with a continuous focus on meeting our customers' expectations.

We work with clients across the value chain to deliver sustainable and lasting improvements to their efficiency and performance. As part of our solution suite, we provide strategy, consulting, digital, technology, management, and operations services. In addition, we develop the commercially successful use of renewable resources to deliver a transformative advantage for our customers.

Enzen focuses on delivering outcomes and has a wide range of advisory and engineering services for the power, water, gas and renewable energy sectors, supported by our specialised Business Units and unique Centres of Excellence. These cover Business Operations, Business Transformation, Enterprise Solutions and Energy & Water Network Operations, and help deliver high-quality, effective, need-specific solutions. Our project work includes but is not limited to smart utility networks, technology optimisation, capital efficiency, asset management and mergers & acquisitions.

Founded in 2006, the business has grown and developed across the globe, with a presence in the UK, India, USA, Spain, Australia, Turkey and Kazakhstan.

**Job Description:**

- Develop and execute content strategies aligned with Enzen's brand identity and marketing goals.
- Create high-quality, engaging, and relevant written, visual, and multimedia content for various platforms, including website, social media, blogs, and marketing campaigns.
- Collaborate with cross-functional teams to gather information and insights to produce accurate and compelling content.
- Conduct thorough research to ensure content accuracy, relevance, and credibility.
- Optimize content for search engines (SEO) to improve organic visibility and drive traffic.
- Stay updated on industry trends, best practices, and emerging content formats to continuously improve Enzen's content efforts.
- Proofread and edit content for grammar, style, and accuracy.
- Assist in the development of content calendars and ensure timely delivery of content across platforms.



**Qualifications and Experience:**

- Bachelor's degree in Communications, Marketing, Journalism, or a related field.
- Proven experience as a Content Specialist, Content Writer, or similar role.
- Exceptional writing, editing, and proofreading skills with a keen eye for detail.
- Proficiency in content management systems (CMS) and digital marketing tools.
- Familiarity with SEO principles and content optimization techniques.

Join us at Enzen and contribute to our mission of delivering innovative content that resonates with our audience and drives Enzen's growth in the market. Share your latest profile to

[talent.egsindia@enzen.com](mailto:talent.egsindia@enzen.com)