

# Content Writer

(Punjabi & English)



**Project: Punjab Leadership & Development Initiative**

**Location:** Mohali

**Role Type:** Full-time (in-office)

## About the Initiative

This initiative is a people-centric platform dedicated to rebuilding the region's social strength through dialogue, research, and collective service. We strive to unite individuals across religions, professions, and generations to address 17 key challenges shaping the region today, including unemployment, drug abuse, migration, education, environment, and governance. Through structured community dialogue and citizen-led action, we work to catalyze practical, people-first solutions for the future.

## Role Overview

The Content Writer will be the primary editorial voice for the initiative, responsible for developing clear, impactful, and culturally resonant content in both Punjabi and English. This role is crucial for the Awareness phase and for translating complex research findings and the initiative's philosophical foundations into accessible narratives for diverse audiences, including youth, communities, and the global diaspora.

## Key Responsibilities

### 1. Content Generation and Adaptability

- Produce high-quality, engaging written content for the initiative across all formats: website copy, blog posts, press releases, newsletters, reports, and marketing collateral.
- Draft speeches, talking points, and outreach materials that capture the emotional and sentimental nature of the region's society, resonating with its unique cultural pulse (jazbaat).
- Ensure all content is consistent with the initiative's guiding philosophy of ethical governance and inclusive growth.

### 2. Research Translation and Dialogue

- Collaborate closely with the Research Wing to translate data-driven policy notes and insights into accessible and compelling short-form articles and narratives.
- Develop content specifically to promote and summarize the outcomes of community dialogues and thematic discussions.
- Create culturally focused content for Cultural Campaigns to revive pride in identity, language, arts, and heritage.

### 3. Language Expertise

- Ensure all Punjabi content is written in a professional, eloquent, and grammatically correct style, reflecting the language's cultural depth.
- Provide accurate and contextually appropriate translation and localization of content between Punjabi and English.

## Preferred Background and Skills

- Education: Bachelor's or Master's degree in Journalism, Mass Communication, Literature (Punjabi/English), or a related field. (not mandatory)
- Language Proficiency: Exceptional command and professional fluency in both Punjabi (Gurmukhi script) and English (written and verbal) is mandatory.
- Experience: Proven experience as a Content Writer, Editor, or Copywriter, ideally for a campaign, non-profit, or media organization.
- Synthesis Skills: Ability to synthesize complex, technical information (like research data) into clear, emotionally resonant, and accessible prose.
- Digital Literacy: Experience in writing for digital platforms and a basic understanding of SEO principles.
- Alignment: A deep interest in the region's development, history, and culture, and a genuine commitment to the mission of renewal.

## What You'll Gain

- Be the key voice in the mission to revive the spirit of the region and channel the state's immense energy into constructive power.
- Opportunity to craft narratives that shape public discourse and restore the culture of depth and dialogue.
- Work directly with a Working Team and contribute to a people-led movement.

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