

Job Title: Creative Copywriter

Company: **Radical Education Pvt. Ltd.**

Location: **Noida Sector-62 (In front of Aakash Invictus)**

Employment Type: **Full-time**

Working Days: **6 Days a Week**

Office Timings: **9:30 AM – 6:30 PM**

Laptop Requirement: **Candidates must bring their own laptop (Mandatory).**

About the Role

Radical Education Pvt. Ltd. is looking for a creative and research-oriented **Copywriter** who can transform complex information into clear, engaging, and persuasive content.

The ideal candidate should understand how to write for students and parents across digital platforms. You will create content related to **NEET counselling, medical admissions, colleges, entrance examinations, and higher education.**

This role requires more than grammatically correct writing. We are looking for someone who can develop compelling hooks, simplify information, maintain the brand's tone, and create content that encourages users to engage, enquire, and take action.

Key Responsibilities

- Write engaging copy for Instagram posts, reels, carousels, and stories.
- Develop scripts for short-form videos, advertisements, and educational content.
- Create persuasive copy for Meta Ads, Google Ads, and other performance marketing campaigns.
- Write and edit website content, landing pages, banners, and call-to-action sections.
- Draft WhatsApp campaigns, email marketing content, brochures, and other promotional communication.
- Research counselling processes, colleges, cut-offs, entrance examinations, and admission-related updates before writing.
- Convert technical or complex educational information into simple, student-friendly content.
- Collaborate closely with designers, video editors, counsellors, and the marketing team.
- Proofread and edit content to ensure accuracy, consistency, clarity, and brand alignment.
- Develop multiple creative variations of headlines, captions, hooks, and advertisements.
- Monitor content performance and improve future copy based on engagement and conversion insights.

Required Skills

- Strong command of both **English and Hindi**.
- Ability to write naturally in **English, Hindi, and Hinglish**.
- Excellent grammar, proofreading, and editing skills.
- Strong understanding of social media content and short-form video formats.
- Ability to write attention-grabbing hooks and persuasive calls to action.
- Good research skills with a strong focus on factual accuracy.
- Ability to adapt writing style for students, parents, and different target audiences.
- Basic understanding of SEO and digital marketing principles.
- Ability to manage multiple assignments while meeting deadlines.
- Openness to feedback and willingness to revise content whenever required.

Preferred Qualifications

- Bachelor's degree in English, Journalism, Mass Communication, Marketing, or a related field.
- 1–3 years of experience in copywriting, content writing, education, EdTech, digital marketing, or an advertising agency.
- Experience writing Instagram captions, reel scripts, advertisements, blogs, website copy, and landing pages.
- Familiarity with **NEET, medical counselling, or the Indian higher education sector** will be an added advantage.
- A portfolio containing published work or writing samples is preferred.

What We Are Looking For

We are looking for someone who:

- Thinks beyond generic or AI-generated content.
- Understands the difference between informative writing and conversion-focused copy.
- Can maintain a professional yet engaging tone.
- Knows how to make educational content interesting without making misleading claims.
- Takes ownership of research, factual accuracy, creativity, and final content quality.

Application Process:

Interested candidates should submit:

Updated Resume/CV

Portfolio or links to previously published work (preferred)

Send your application to: **hr@binarama.com**

Subject Line: **Application for Creative Copywriter – [Your Name]**