



WE DELETE BLOOD CANCER

JOB DESCRIPTION

Job Title Assistant Manager – Content	Department Marketing & Communication
Reporting to Team Lead - Digital Marketing	Experience eligibility: 1-3 Years

About us

DKMS Asia Private Limited is a service provider for DKMS entities in and outside of India. The organization will be responsible for Marketing and Communication activities: raising awareness, educating and informing the public about the “cause” through online and offline mediums (advertisements in mass media such as print, radio, television, outdoor, etc.) in order to register potential donors (who will be registered at DKMS India). DKMS Asia will also provide Shared Services (HR/Finance/IT/Administration).

Mission: To give as many blood cancer and blood disorder patients as possible a second chance at life.

Working Hours: 9:30 am to 6:15 pm (Monday–Friday)

Our Culture & Values

At DKMS Asia, we are united by a life-saving mission powered by being **Open, Clear, Fair, Courageous,** and **Diverse**.

We foster a transparent environment where straightforward communication and equity drive every decision. By embracing diversity and acting with courage, we fuel the innovation and bold determination needed to create a global impact.

Join us in a culture that values integrity and the bold determination to delete blood cancer

Position Summary

We are seeking a skilled and detail-oriented **Senior Associate- Content** to join our dynamic team. The ideal candidate will have a strong understanding of content marketing principles and a proven ability to produce engaging, high-quality copy across various digital platforms. You will be responsible for crafting content that aligns with our brand’s voice and supports our strategic marketing objectives.

As an Senior Associate- Content, you will play a key role in driving engagement, building brand awareness, and supporting conversion efforts through well-crafted copy that connects with our audience on a deeper level. You will have the opportunity to create content that sparks conversations, educates our audience, and inspires action.

We are looking for a collaborative team player who can contribute ideas, inspire creativity, and brainstorm effectively with colleagues across departments. Your ability to work closely with designers, marketers, and other team members will be essential to creating content that not only resonates with our audience but also elevates our overall marketing strategy.

Key Responsibilities

- Develop unique and creative ideas for content that align with marketing campaigns and brand messaging.
- Write clear, attractive copy with a distinct voice
- Ensure consistency in brand voice and messaging across all content, adapting tone and style to suit different platforms and target audiences.
- Review and edit content for grammatical accuracy, coherence, and adherence to brand guidelines, ensuring all deliverables are polished and professional.
- Conduct high-quality research
- Stay informed about industry trends, best practices, and emerging technologies in content marketing and copywriting to continuously improve content effectiveness.
- Interpret copywriting briefs to understand project requirements
- Collaborate with designers, PR and other professionals on large- and small-scale marketing projects
- Collaborate on the creation of comprehensive content strategies that address customer needs, drive engagement, and support lead generation efforts.
- Incorporate feedback from team members and leverage data and keyword insights to enhance content quality and effectiveness.
- Manage multiple content projects simultaneously and ensure timely delivery and quality control.

Requirements

- A strong portfolio showcasing a diverse range of writing samples, including web content, blog posts, social media copy, and marketing materials.
- Proven experience as a copywriter or related role
- Knowledge of online content strategy and creation
- Excellent writing, editing, and proofreading skills
- Strong research skills
- Creativity
- Collaborative spirit
- Excellent time-management and organizational skills

Qualifications

- A degree in English, Communications, Marketing, Journalism, or a related field is preferred.
- 1-3 years of experience in copywriting, content creation, or a similar role within a digital marketing environment.

How to Apply

Interested candidates are invited to send their updated resume to hr@dkms-asia.com with the subject line "Application for [Job Title] - [Your Name]"

Why Join Us?



WE DELETE BLOOD CANCER

BE PART OF SOMETHING BIGGER. EVERY DAY.



Together, we give more patients a second chance at life.



FUEL A LIFE-SAVING MISSION

Your work isn't just a job; it's a direct contribution to giving blood cancer patients a second chance at life.



GLOBAL IMPACT, LOCAL ROOTS

Experience the best of both worlds—the agility of DKMS Asia and the reach of a powerhouse international network.



MASTER YOUR CRAFT

We don't just hire talent; we grow it. Benefit from continuous upskilling and exposure to global healthcare landscapes.



CULTURE OF EXCELLENCE, NOT BURNOUT

We push for professional brilliance while fiercely protecting your personal well-being and work-life balance.



A SEAT AT THE TABLE

Join a vibrant, diverse team where your creativity is valued, and your ideas actually move the needle.



WE DELETE BLOOD CANCER



You have the power to save a life.

