

Job Description: Content Manager

Location: Ahmedabad | **Company:** Samarth E Mobility Pvt. Ltd.

About Us:

Samarth E Mobility is a new-age EV start-up focused on delivering innovative electric two-wheelers. We are building technology-driven, consumer-centric products with a commitment to sustainability and design excellence.

Role Overview:

We are looking for a creative and strategic **Content Manager** with **3+ years of experience** to lead content creation and strategy across digital and offline platforms. This role is key to building brand visibility, supporting product launches, and driving customer engagement.

Key Responsibilities:

- Develop and execute content strategy aligned with brand and marketing goals.
- Create engaging content for websites, blogs, social media, influencer narratives, PR stories and SEO content.
- Manage social media content and calendars to drive brand engagement and objectives.
- Collaborate with marketing, design, and product teams for product launch content.
- Optimize content for SEO, digital growth, and lead generation.
- Ensure brand voice and messaging consistency across all platforms.
- Track content performance and optimize based on analytics.

Requirements:

- Bachelor's/Master's in marketing, Communication, Journalism, or related field.
- **3+ years** of experience in content creation/management, preferably in the automotive, EV, or consumer tech space.
- Strong writing, storytelling, and editing skills.
- Hands-on experience with CMS, SEO tools, and social media platforms.
- Ability to manage multiple projects in a fast-paced environment.