

Content Development, Tata STRIVE

Tata STRIVE, is a group wide skill development initiative, launched recently aiming to develop **Employability, Entrepreneurship** and community **Enterprise** capabilities. This initiative would involve mobilizing youth (18 – 35 years) from under-served communities, training them on demand driven vocational skills along with integrated life-skills to empower them for a brighter future.

Role	<u>Content Writer: Content Design & Development</u>
Functional Area	Content Design and Development
Openings	2
Objective	Follow Instructional Design strategies and write content for Instructor Led Training Programmes and / or technology enabled training. Work with Subject Matter Experts (SME) to make complex concepts and processes simple to understand.
Major Deliverables	<ul style="list-style-type: none">• Needs Analysis - analyse raw content, learner needs and relate what learners need, identify gaps and overlaps.• Develop Training materials – Trainer Guides, Participant Hand-outs, PowerPoint presentation etc• Deliver learning content / programmes basis defined instructional strategy• Analyze available content/programmes / learning products in the skill development landscape to identify areas for improvement / opportunities to innovate and develop new content
Reporting To	Lead - Design and Incubation
Locations	Mumbai
Essential Attributes	<ul style="list-style-type: none">• Knowledge of Instructional Design concepts and processes• Write creative, unique, and relevant content to train target audience• Research for useful information and write relevant content as per the style, tone, and requirements.• Should filter information into clear and concise text and have ability to present content in the most engaging manner.• Creative thinker with the ability to transform behavioural skills, technical concepts and digital information and processes into compelling stories.• Develop grammatically correct and quality content across different areas (behavioural, technical etc.)• Analyse information from multiple sources (SME, Offline and Online) and use them to create original training materials• Ability to work in an agile environment - be at ease with rapidly changing deadlines, workloads and goals• Ability to review peer work (training content developed) and ensure quality across content projects• Organisational skills, analytical skills, problem solving approach and conceptual thinking abilities• Exhibit commitment to the professional development of him/herself, developing new skills whenever necessary• Self-starter with a problem-solving mindset, the ability to work with minimal supervision• Stakeholder Management
Qualification	Graduate / Post Graduate – English Literature, Mass Communication, Instruction Design

Experience
(years)

5 - 7 years developing content for ILT and / or technology-based training content. Experience in reviewing / editing content desirable.