

## **About Simplotel**

Simplotel is a Bangalore based, Software-as-a-Service (SaaS) company helping over 2,000 hotels across 21 countries grow their direct business. We are powering e-commerce for some of the largest hotels in India. The name Simplotel comes from a combination of Simple and Hotel - our mission is to Simplify the life of hoteliers through technology. Simplotel is a 'Shopify for Hotels', was founded in October 2013 and is funded by Go-MMT - India's largest Online Travel Agency.

\*Simplotel was awarded the best startup in travel & hospitality for 2021 by Startup India, an initiative of the Union Ministry of Commerce & Industry in India.  
(<https://www.startupindia.gov.in/nsa2021results/travel.html>)

## **What are we looking for?**

A candidate responsible for overseeing the efficient management and delivery of content. This position requires a detail-oriented individual with exceptional organizational skills, a strong understanding of content management systems, and the ability to collaborate with cross-functional teams. The candidate must also possess knowledge of the best SEO practices to optimize the website for our customers. The Content Operations Specialist will play a vital role in ensuring the timely and accurate publication of content while maintaining high-quality standards.

## **Required Skills and Experience:**

- 0 - 2 years of experience
- Excellent written and spoken English
- Ability to modify (write and edit) content for hotels and the travel industry
- Basic technical skills to work with content management systems
- Ability to work with customers – large and small
- Ability to collaborate within a team and with cross-functional departments
- Ability to manage time and hit deadlines
- Knowledge and best practices for Search Engine Optimization
- Any bachelor's degree (preferably Journalism & Mass Comm), with English as the first language

**Roles and Responsibilities:**

- Oversee the end-to-end management of content
- Modify, write, and edit content tailored for hotels and the travel industry to meet client specifications and industry standards.
- Ensure changes are published accurately and on schedule.
- Work closely with cross-functional teams, including marketing, design, and development, to ensure seamless content integration and execution.
- Engage with customers to understand their content needs and provide support for content-related inquiries or issues.
- Perform regular content audits to ensure SEO compliance and identify areas for improvement.
- Stay updated with industry trends and SEO developments to continuously optimize content strategies.
- Maintain a high level of attention to detail in all aspects of content creation and management.
- Prioritize tasks effectively to meet deadlines and manage multiple content projects simultaneously.
- Monitor content workflows and ensure timely completion of content-related tasks.
- Provide excellent customer service by addressing content-related queries and issues promptly.
- Assist customers in navigating content management tools and understanding content strategies.