

About Us

We are Senior World (SW) - a company focused on seniors in India (people over 55 years of age). India is evolving and the new age seniors (and their families) want more from their lives than just a passive existence. They want to explore new passions, contribute, have fun and be healthy. They want to lead Active, Independent, engaged and fulfilling lives. The SW platform connects seniors and service providers. It enables providers to understand, create and offer solutions that address the Health, Medical, Travel, lifestyle, technology, daily living, Insurance, Financial and special needs of this fast growing and evolving segment. Therefore, we're committed to using the power of the internet to solve a much larger social objective of improving the quality of life of India's senior citizens. SW is in a build phase and getting ready for launch in next few months.

The SW Team

Senior World has been setup by two dynamic corporate professionals. With a combined work experience of over 45 yrs, the two founders have worked at CXO level (in Operations, Sales and Marketing) with top multinational companies across India & Africa. We offer a challenging, fun-filled and flexible work environment, where work is full of learning & a sense of fulfilment.

Requirement: We are looking for Freelance content writers for our Blog & Website. You must have excellent communication skills, at least 1 year of experience in writing (blogs or professional writing) and be ready to work in a challenging start-up environment. You must have a natural flair for writing and more importantly must enjoy writing. You must be well organised, able to meet strict deadlines, and show meticulous work standards. You should have excellent (online) research and organisational skills. You must have a great eye for detail.

You must strongly associate with the cause of improving Seniors' lifestyles in India.

Preferred if you are:

- A Degree holder in Journalism, Communications, PR, Advertising or English from a reputed college OR
- A Blogger who has extensive experience in maintaining blogs.
- Exposed to working in digital and/or print media

Job Description: Senior World is looking for smart team members who are looking to create a positive impact on society by using their innovative and creative skills

- Your role would be to create the right content for SW across various topics.
- Time bound targets to create relevant and exciting content.
- You will also have to do lots of proof reading and content design to keep everything aligned as per company's values & branding guidelines.

- Frequently testing content with target customers will be a regular feature in this profile.
- Finding, meeting & gathering relevant information from targeted customer groups will be an extension to this role

If you committed, creative, like challenges and want to create a powerful social impact - then this is for you. If you are looking to grow with a small company with big social and commercial aspirations ... then don't wait any further.... Apply now.