

## **Job Description – Content Writer (Children’s Books & Activities)**

### **Company Description**

Wilco International LLP, with a rich legacy spanning 68 years, stands as a pioneering force in publishing, import, and export. Recently launched, **Woodpecker Books**, an imprint of Wilco International LLP, embodies a vision to inspire and shape the reading habits of Gen Alpha, Beta and future generations. Under the heritage umbrella, we proudly operate retail bookstores named **Bargain Book Hut** in several locations in Mumbai, and across India. The hallmark of Bargain Book Hut is our year-round offering of discounts on each and every book, be it bestsellers, coffee table books, classics, or exclusive editions. Wilco believes in fostering diversity and empowering women in the workplace. In our commitment to building a supportive job culture, we aim to cultivate a strong and dynamic women’s team.

### **Role Description & Responsibilities**

This is a full-time on-site role for a **Content Writer – Children’s Books & Activities**, suited for someone with creativity, imagination, and a love for children’s literature. Responsibilities include:

- Developing engaging content for children’s books, activity books, puzzles, and worksheets
- Writing age-appropriate, fun, and educational material aligned with learning goals
- Collaborating with illustrators, editors, and designers to bring concepts to life
- Conducting research on child development, reading levels, and educational trends
- Proofreading and editing manuscripts to maintain clarity and quality
- Brainstorming new concepts for interactive and innovative children’s content
- Managing timelines and delivering high-quality content on schedule

### **Qualifications and Requirements**

- Strong command over English with excellent writing and editing skills
- Creative thinker with a knack for storytelling and simplifying complex ideas for children
- Prior experience in children’s publishing, education, or content creation is preferred
- Understanding of child psychology or early learning concepts is an advantage
- Ability to work independently and collaboratively within a team
- Bachelor’s degree in English, Education, Journalism, Communications, or related fields
- Kindly be informed that the salary range is subject to the individual’s level of

experience.