Published Date: 25th November 2026

Content Writer

MyGov is the citizen engagement platform of the Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under the Ministry of Electronics & Information Technology. Details about MyGov can be seen at https://MyGov.in.

MyGov is looking for a Content Writer who can be responsible for creating engaging and effective content for various social media platforms while meeting demanding deadlines. Your primary focus will be on writing, editing, and publishing content about government ministries and schemes for multiple audiences.

An ideal candidate should have excellent creative writing skills, experience in social media content, and a strong understanding of SEO and social media metrics.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you a regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of the initial contract period, a regular contract will be given.

Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for a Content Writer.

Interested candidates may apply online: https://forms.gle/ZLnsuqb8utT5BBnv7

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Position: Content Writer

No. of Position(s): 01

Qualification: Bachelor's or Master's degree in any discipline

Years of Experience: 3- 8 years of experience

Roles & Responsibilities:

- Maintain up-to-date knowledge of all government schemes, policies, and decisions, and understand their historical and cross-sectoral contexts.
- Ideate, plan, and write authentic, well-researched content for tweets, infographics, and long-form and short-form videos across all social media platforms.
- Utilize strong data analysis and interpretation skills to extract meaningful insightsand trends from various sources.
- Create visual aids such as charts, diagrams, infographics, creatives, and videos tocommunicate complex data effectively and engagingly.
- Demonstrate excellent writing skills to create compelling and accurate contents,articles, and other written materials.
- Implement best SEO practices and understand social media metrics (traffic, engagement, conversion rates).
- Maintain strict standards for fact-checking and writing – we are a zero-false information, zero-grammatical error organization.

Qualifications:

- Bachelor's or Master's degree in any discipline.
- Proven work experience in a similar position at a communications/news agency, portal, or channel.
- Social sector, government, or policy think tank experience is preferred.
- Strong video skills – the ability to write scripts for Instagram Reels is a must.

Requirements

- **Work Location: Delhi**