POLITICAL CONTENT STRATEGIST

Job Ref. No: #JDMPR3482

2025 - 2026

- **Company Name** : Moris Media Private Limited
- **Designation** : Political Content Strategist
- **Job Type** : Full Time
- **Industry** : Public Relations and Communications Services
- **Department** : Political Communications & Content Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a Political Content Strategist in India. This job may require you to work in a hybrid setting, combining remote collaboration with on-site assignments during campaign or event phases. As India's foremost Political PR and Digital Reputation Management agency, **Moris Media** empowers political leaders, parties, and public figures to communicate with precision, empathy, and strategic intent. The **Political Content Strategist** plays a central role in crafting narratives that shape public perception, strengthen leadership identity, and align communication with long-term political objectives.

This position is responsible for conceptualizing, writing, and managing all forms of political communication—ranging from speeches and manifestos to digital campaigns, press releases, and social media content. The strategist must possess a deep understanding of political tone, voter psychology, and audience diversity, ensuring that every piece of content resonates authentically while upholding consistency and credibility. The role requires balancing creativity with analytical thinking, transforming research insights and policy data into persuasive, accessible messages for mass audiences.

Working closely with campaign directors, strategists, designers, and media teams, the Political Content Strategist ensures unified storytelling across all platforms—print, digital, and on-ground. The position demands agility in responding to fast-moving developments, from shaping narrative frameworks during election cycles to managing communication during crises or misinformation episodes.

The ideal candidate demonstrates journalistic discipline, linguistic precision, and strong political awareness. They will lead the narrative vision for campaigns, align content direction with leadership voice, and adapt tone based on sentiment shifts and regional nuances. Through this role, Moris Media ensures that every communication—from a leader's speech to a digital post—builds trust, influences public opinion, and reinforces the campaign's core vision. The Political Content Strategist ultimately acts as the creative and strategic voice behind Moris Media's political communication excellence.

Primary Responsibilities

- **Develop and oversee campaign narratives** that align with the political vision, leadership tone, and long-term communication strategy.
- **Conceptualize and write speeches, manifestos, and talking points** that convey key messages clearly and persuasively across diverse audiences.
- **Translate complex policy issues and data insights** into relatable and accessible content for voters and media.
- **Plan and manage multi-platform content calendars**, ensuring message consistency across print, digital,

and on-ground channels.

- **Collaborate with strategists, media teams, and designers** to create cohesive storytelling across all communication formats.
- **Supervise the drafting, editing, and approval process** for press releases, articles, and campaign statements.
- **Maintain message discipline and tone uniformity** across all communication touchpoints, ensuring alignment with the leader's personality and values.
- **Conduct research on political trends, voter sentiment, and regional priorities** to inform content direction and message framing.
- **Craft real-time responses and advisories** during crisis situations or misinformation episodes, maintaining clarity and credibility.
- **Coordinate with digital and PR teams** to integrate written content seamlessly into social media, advertising, and outreach campaigns.
- **Oversee storytelling in video scripts, campaign films, and infographics**, ensuring the narrative supports visual and emotional engagement.
- **Evaluate content performance using analytics and feedback**, refining tone, structure, and messaging based on audience response.
- **Ensure linguistic and cultural adaptability** in all materials to resonate with regional audiences and multilingual contexts.
- **Guide content ideation sessions** and mentor writers on political communication best practices and editorial precision.
- **Support leadership communication during campaign events, interviews, and media interactions**, ensuring every message strengthens public trust and credibility.

Required Skills

- **2 to 7 years of experience** in political communication, journalism, PR writing, or strategic content creation for campaigns or public figures.
- **Exceptional writing and editing skills** with the ability to craft persuasive speeches, statements, and long-form narratives that reflect political tone and authenticity.
- **Strong creative and critical thinking abilities**, capable of developing original ideas grounded in political relevance and audience insight.
- **In-depth understanding of political communication frameworks**, voter behavior, and regional sensitivities across Indian constituencies.
- **Ability to translate complex policies, data, and strategies** into clear, relatable, and emotionally engaging content.
- **Proficiency in multi-platform content development**, including print, digital, video scripts, and media communication.
- **Strong command over English and Hindi** (or regional languages), ensuring clarity, tone consistency, and cultural adaptability.
- **Experience managing content calendars** and coordinating with cross-functional teams for aligned message execution.
- **Analytical capability** to interpret audience feedback, campaign data, and media trends to refine communication strategy.
- **Sound understanding of reputation and crisis communication**, ensuring factual, balanced, and timely content under pressure.
- **Collaborative mindset** for working closely with campaign directors, strategists, designers, and research teams.
- **Detail-oriented editorial discipline**, ensuring accuracy, tone alignment, and brand coherence across all content outputs.

- **Knowledge of media workflows and political reporting environments**, enabling efficient content positioning and coverage support.
- **Adaptability to evolving campaign needs** and the ability to work under tight deadlines during fast-moving political events.
- **Willingness to travel** for campaign coverage, speechwriting support, and on-ground coordination during election and media phases.

Qualifications & Experience

Qualification

• Bachelor's or Master's in Journalism, Mass Communication, English, or Political Science
• Certification in content strategy, political communication, or creative writing is preferred
• Strong grasp of Indian political communication and digital culture
• Excellent editing, proofing, and language structuring skills
• Familiarity with social media tools and content analytics platforms

Experience

• 2–6 years of experience in political communication, journalism, or PR writing
• Proven record of content creation for campaigns, leaders, or public figures
• Experience writing across formats—print, video, and social media
• Ability to deliver high-quality content under fast-paced timelines
• Collaborative experience with political, digital, or creative teams

Personality Type – Consultative and Strategic

• Strategic Thinker: Understands both narrative and context before writing
• Team Collaborator: Works closely with cross-functional teams
• Detail-Oriented: Ensures accuracy and tone alignment in every message
• Creative: Crafts compelling ideas grounded in authenticity
• Calm Under Pressure: Maintains precision during rapid campaign phases
• Growth-Focused: Continuously refines communication craft and style
• Travel-Ready: Available for campaign assignments when needed

Travelling Requirement

This hybrid role requires travel during campaign phases for on-site coordination, speechwriting support, and content coverage at political events or press interactions.

Requirements for Hybrid Setup

• Dedicated workspace suitable for content review and virtual collaboration
• High-speed, reliable internet connection

- Laptop or desktop with professional writing tools
- Active communication channels for cross-team collaboration
- Willingness to balance office and field work depending on project schedules

Salary

Compensation is negotiable based on experience, role complexity, and project responsibility.

End Note

If you are skilled in political communication, content creation, and strategic storytelling—and wish to shape how leaders communicate with the public—this opportunity offers a dynamic environment where

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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