



Job Position - Content Writer (Punjabi and English)

About Us

Gall Punjab Di is envisioned as a people-centric platform — a constructive, citizen-driven organization dedicated to rebuilding Punjab's moral and social strength through dialogue, research, and collective service.

Guided by the teachings of Guru Granth Sahib Ji, especially the principle “Aval Allah Noor Upaya, Kudrat Ke Sab Bande” which affirms the oneness of all humanity, Gall Punjab Di strives to unite Punjabis across religions, professions, and generations. The platform brings together individuals and institutions committed to strengthening Punjab's social fabric, civic values, and shared responsibility.

The organization focuses on 17 key challenges shaping Punjab today — including unemployment, drug abuse, migration, education, environment, and governance. Through structured community dialogue circles, rigorous research, and citizen-led action projects across all 23 districts, Gall Punjab Di works to catalyze practical, people-first solutions for Punjab's future.

Role Overview

The Content Writer will be the primary editorial voice for the Gall Punjab Di movement, responsible for developing clear, impactful, and culturally resonant content in both Punjabi and English. This role is crucial for the Awareness phase and for translating complex research findings and the movement's philosophical foundations into accessible narratives for diverse audiences, including youth, communities, and the global Punjabi diaspora.

Key Responsibilities

1. Content Generation and Adaptability

- Produce high-quality, engaging written content for the movement across all formats: website copy, blog posts, press releases, newsletters, reports, and marketing collateral.
- Draft speeches, talking points, and outreach materials that capture the emotional and sentimental nature of Punjab's society, resonating with its unique pulse (jazbaat).
- Ensure all content is consistent with the movement's guiding philosophy of ethical governance, inclusive growth, and the principles of the Guru Granth Sahib.

2. Research Translation and Dialogue

- Collaborate closely with the Research Wing to translate data-driven policy notes and insights into accessible and compelling short-form articles and narratives.

- Develop content specifically to promote and summarize the outcomes of Punjab Dialogues and thematic discussions.
- Create culturally focused content for Cultural Campaigns to revive pride in Punjabi identity, language, arts, and heritage.

3. Language Expertise

- Ensure all Punjabi content is written in a professional, eloquent, and grammatically correct style, reflecting the language's cultural depth.
- Provide accurate and contextually appropriate translation and localization of content between Punjabi and English.

Preferred Background and Skills

- Bachelor's or Master's degree in Journalism, Mass Communication, Literature (Punjabi/English), or a related field.
- Exceptional command and professional fluency in both Punjabi (Gurmukhi script) and English (written and verbal) is mandatory.
- Proven experience as a Content Writer, Editor, or Copywriter, ideally for a campaign, non-profit, or media organization.
- Ability to synthesize complex, technical information (like research data) into clear, emotionally resonant, and accessible prose.
- Experience in writing for digital platforms and a basic understanding of SEO principles.
- A deep interest in Punjab's development, history, culture, and a genuine commitment to the movement's mission of renewal.

What You'll Gain

- Be the key voice in the movement's mission to revive the spirit of Punjabin and channel the state's immense energy into constructive power.
- Opportunity to craft narratives that shape public discourse and restore the culture of depth and dialogue in Punjab.
- Work directly with a Working Team and contribute to a people-led movement

How to Apply

- Visit - gallpunjabdi.org/careers or submit the form: <https://forms.gle/Rn7MkxguDp91AHLEA>
- Location: Chandigarh (Tricity -Onsite)