Senior Content Writer

FYI | Mumbai | Full-time

About FYI

FYI Group is a multidisciplinary strategy and creative company specialising in the built environment. With 15 years of industry experience, we work with leading brands across architecture, design, real estate, construction and infrastructure.

Our eight specialised practices, **Strategy, Experience, Studio, Design, Intelligence, Platforms, AI and Ventures**, bring together creative, strategic and technological expertise to build brands, experiences, digital solutions and industry-led initiatives.

The Role

We are looking for a **Senior Content Writer with strong research capabilities, an analytical mindset and the ability to translate complex architectural, technical and industry-specific subjects into compelling, authoritative narratives.**

You will develop research-led, editorial and strategic content across architecture, design, real estate, construction, infrastructure and the wider built environment.

The role demands intellectual curiosity, an understanding of the industry and the ability to move confidently between academic research, technical writing, thought leadership and brand communications.

We value independent thinkers with an entrepreneurial mindset, editorial rigour and the ability to take ownership of projects from research to publication.

What You'll Do

- Research, conceptualise and develop content across websites, industry reports, white papers, publications, case studies and digital platforms.
- Translate complex architectural, technical and industry-specific information into clear, accurate and engaging narratives.
- Develop research-led articles, thought leadership pieces, industry analyses and long-form editorial features.
- Write compelling architectural project narratives, design descriptions, technical case studies and material or product-focused content.
- Conduct primary and secondary research, interview architects, designers and industry experts, and synthesise information into meaningful insights.
- Develop brand narratives, positioning statements, messaging frameworks and communication content grounded in industry understanding.
- Collaborate with strategists, researchers, designers and subject matter experts to deliver informed and cohesive content.
- Maintain high editorial standards through fact-checking, proofreading, source verification and consistency of language.

- Guide junior writers, manage multiple assignments independently and ensure timely delivery of high-quality work.

Who We're Looking For

- **5 to 8 years of experience** in content writing, editorial, research-led communications or technical writing, supported by a strong portfolio.
- **A background in architecture, architectural journalism, design research or a related built environment discipline is strongly preferred.**
- Demonstrated experience in academic, technical or research-intensive writing, with the ability to interpret complex information and communicate it with clarity and precision.
- Exceptional command of English, with strong analytical, editorial and storytelling abilities.
- A sophisticated understanding of architecture, design, materials, construction methodologies, urban development or the wider AEC industry.
- Experience developing long-form publications, white papers, research reports, architectural case studies or industry thought leadership.
- Strong research methodologies, source evaluation, fact-checking and information synthesis skills.
- The ability to balance academic rigour and technical accuracy with accessible, engaging communication.
- An entrepreneurial, proactive mindset with the ability to take initiative, think independently and drive projects to completion.
- Excellent organisational skills, attention to detail and the discipline to manage multiple projects and meet deadlines.
- Curiosity about emerging technologies, sustainability, design innovation and the evolving built environment.

We are looking for a researcher, writer and critical thinker who understands the built environment, asks intelligent questions and brings depth, accuracy and perspective to everything they write.