

JOB DESCRIPTION

Manager - Creative Strategy

Key Requirements:

- Work experience - 4 to 6 years
- Skill set - Creative thinking, Campaign execution, Team Management, Verbal, written and visual presentation, Effective communication, Crisis management.
- Understanding of creative briefs, managing a team of juniors on multiple Entertainment and brand projects.

Key Responsibilities:

- The ability to think about clients' problems with regards to the objectives to be achieved through Digital Media (on various Digital platforms like Facebook, Twitter, Youtube, Pinterest, Instagram, Mobile) and devise creative solutions through digital channels as and when required.
- Understanding of Entertainment, Media and other creative businesses and/or the ability to grasp knowledge about these industries while onboarding or pitching to a new client.
- Understanding the brief and creating digital marketing strategies that align and support clients plans to align with current campaigns and to plan for new engagements that will bridge the gap.
- Direct the team to conduct thorough research on assigned brands/projects/pitches also including but not limited to new trends, on-going campaigns, creative innovation
- Lead creative strategy projects, manage timely delivery of campaign-level briefs, and maintain high quality on presentations
- Collaborate with cross functional teams to brainstorm/ ideate for brand or movie/show/music launch campaigns, influencer campaigns or social media strategies
- Making presentation decks on a daily/weekly basis along with the juniors, effectively QC'ing the same before submission and review
- Attending in-person / virtual client meetings to present, pitch strategies & decks formulated by the team
- Provide qualitative and relevant guidance to the team on projects
- Craft interesting and disruptive concepts for various requirements
- Besides Client briefing, identify opportunities and/or challenges in a business where creative assets can provide a solution, identifying the unmet needs and goals of the clients.
- Monitor Digital & New Media industry trends and competitor offerings to identify potential business avenues and improve current offerings.
- Strong focus on coming up with Innovative & Interactive Digital Media Campaigns & Ideas for the client. Focus on driving innovation, impact and creativity for the client.
- Process feedback and implement the same until closure
- Follow internal processes set by the team and the organization.