

Job description
Senior Manager - Copy

Key Requirements:

- 6+ years of copywriting experience in a digital marketing agency, with a strong background in creative ideation for brands and clients.
- Proven experience in overseeing copy and managing a team of copywriters.
- Expertise in developing and leading content strategy for brands and clients
- Experience in delivering pitches successfully, showcasing creativity and strategic thinking.
- Client-facing skills and/or experience in managing relationships with external points of contact
- Experience in delivering campaigns and their content beyond the digital media ecosystem
- Effortless communication skills and great command over language

What Your Day Looks Like:

- Review and prioritize ongoing projects.
- Conduct a brainstorming session with the copy team for upcoming campaigns.
- Collaborate with the strategy team to align content and copy efforts.
- Provide feedback on ongoing copywriting projects and ensure alignment with content strategy.
- Lead a client pitch session, presenting creative concepts and copywriting strategies.
- Review content strategy plans for upcoming campaigns.
- Track and ensure the optimum utilisation of writers such that no team member is either overworked or under-worked

Key Responsibilities:

- Generate creative ideas aligned with marketing objectives for brands and clients.
- Ensure innovative and effective solutions throughout the copywriting process.
- Oversee and lead the execution of copy for various projects, maintaining quality and brand alignment.
- Guide and lead a team of copywriters to consistently deliver impactful and cohesive messaging.
- Manage and mentor the copywriting team, providing constructive feedback for enhanced creativity.
- Collaborate closely with the strategy team to integrate creative concepts into brand strategies.
- Align copywriting efforts with strategic goals and client objectives.
- Lead the development and execution of content strategies, ensuring resonance with target audiences.
- Actively participate in pitches, contributing creative insights and translating ideas into compelling narratives during client presentations.
- Supervise content strategy, ideation, and conceptualization for assigned brands/projects.
- Encourage feedback and creative inputs during team discussions, improving copy-related processes.
- Identify hiring requirements, report them to supervisor(s), and ensure smooth onboarding of newly hired talent