



**Job Description**  
**Associate Creative Director -**  
**Strategy**

### **3 Simple asks**

- Understanding briefs, concepts and ensuring superb visual representation from scratch. Leading brand campaigns, inventing ideas for branding, advertising campaigns, and marketing messages
- Shouldering responsibility for all the creative output of the company. Participating in campaigns for new pitches as well as existing clients
- Leading multiple projects from conception to completion in accordance with deadlines

### **What do we need:**

- Agency Experience: Minimum 8-10 years. At least 1 year+ of being a Sr. Manager - Creative Strategy or similar roles
- Background in creative and copywriting. Exposed to managing design and artworks
- Prior experience as a team manager is a must

### **Key Responsibilities**

- Ensuring briefs from client / client servicing are simple, clear, unambiguous and ratified.
- Understand the business and marketing requirements of existing and new clients and propose digital solutions, led by digital marketing, technology and analytics
- Create and deliver presentations for pitches, proposals and consulting
- Building an environment for the creative team to work in and overseeing their ideas and projects
- Lead brainstorming sessions with the creative team, to develop ad campaigns based on specific client needs.
- Directing copy, layout and design; determine, map and monitor work schedules
- Taking responsibility for the creative philosophy and the standard of output across the agency or department
- Overseeing several projects from start to finish, keeping to deadlines, and signing off on these projects before they are presented
- Liaising with clients to keep them informed and to highlight any issues
- Supervising the Copy and Art team, conceptualizing ideas to meet marketing goals for all communications across brands.
- Liaise with Client Servicing, Performance Marketing, Media and Tech teams to develop and enhance creative ideas, while coming up with innovative communication strategies.

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- Put processes and ensure work delivered by team is quality checked and is as per the idea conceived.
- Develop proactive ideas on brands and coming up with breakthrough communication ideas that win awards
- Being responsible for overall quality of creative content delivered by ensuring that web standards are met & adheres to brand guidelines



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