

## **Job Description - Brand / Creative Strategy Manager.**

### **Key objectives -**

- Understanding briefs, concepts & ensuring superb visual representation from scratch.
- Working on brand campaigns, inventing ideas for branding, advertising campaigns & marketing messages.
- Participating in campaigns for new pitches as well as existing clients.
- Working on multiple projects from conception to completion in accordance with the deadlines.

### **What do we need ?**

- Creative & copywriting skills.
- Exposed to managing designs & artworks.
- 3 to 4 years of full - time work experience in a digital marketing agency.

### **Role & responsibilities -**

- Understanding the business & marketing requirements of existing & new clients to propose digital solutions, led by digital marketing, technology & analytics.
- Creating & delivering presentations for pitches, proposals & consulting.
- Directing copy, layout & design.
- Running several projects from start to finish, keeping to deadlines.
- Working with the Copy & Design team, conceptualizing ideas to meet marketing goals for all communications across brands.
- Liaising with Client Servicing, Performance Marketing, Media & Tech teams to develop & enhance creative ideas, while coming up with innovative communication strategies.

- Developing pro - active ideas on brands & coming up with breakthrough communication ideas that win awards.
- Being responsible for the overall quality of creative content delivered by ensuring that web standards are met & adheres to the brand guidelines.