

Job Description

Creative Director (Copy)

3 simple asks –

- Responsible for leading the 'Copy & Content' team by overseeing the conceptual development, copies & design of content, across digital platforms.
- Working with the Group Head & Copy Supervisors to ensure that every member of the Copy team is working with confidence & clarity on the accounts they are aligned to while simultaneously, delegating new projects & tasks as well as, allocating writers to new accounts.
- Overall, we expect you to inspire & develop work that is conceptually rich & performance – driven, to achieve marketing goals within the parameters set by each client.

What do we need?

- 12 to 14 years of full - time work experience in a digital marketing agency with at least 2+ years as an 'Associate Creative Director' or a similar role.
- Background in creative & copywriting is a must.
- Prior experience as a team manager, showcasing leadership & managerial attributes.

Role & responsibilities –

- Being a strong strategic thinker capable of collaborating with other team leads to develop great creative work.
- Understanding & implementing a client's key strategic initiatives successfully.
- Being a strong, courageous & flexible writer as well as an ideator, who not only tackles basics but also delivers high - level concepts.
- Positively impacting art & design.
- Showing leadership in creating & executing fresh innovative concepts.
- Being a strong, persuasive presenter, capable of leading & sustaining client meetings.
- Being a problem - solver who is accommodating, one who seeks workable solutions in a timely manner.

 White Rivers Media, Sahney Compound, Above DHL, Next to Vidyavihar Station West, Mumbai.

- Running new business pitches with minimal oversight, as & when required.
- Understanding various client's / project's / brand's essentials & how to successfully apply their unique standards to ongoing projects.
- Leading & inspiring a team to ensure that all the members stay motivated & desire professional growth within the organization.