

JOB DESCRIPTION

Associate Creative Director - Brand Strategy

Key Requirements:

- 8 - 11 years of experience in creative roles within digital marketing or advertising.
- Proven ability to lead and inspire a creative team, driving innovative campaign ideas and maintaining high standards in all creative outputs.
- Expertise in developing and executing digital marketing campaigns across various platforms (Facebook, Twitter, YouTube, Instagram, etc.).
- Strong experience in managing client relationships, acting as a trusted creative partner.
- Strategic thinking, problem-solving abilities, and a focus on driving business outcomes.
- Excellent verbal, written, and visual presentation skills.

Key Responsibilities:

- Guide and inspire the creative team to produce innovative, high-quality campaigns that meet client objectives, ensuring each brand achieves standout moments on a quarterly basis.
- Lead and craft compelling pitch presentations for key prospective accounts, aiming to successfully convert these opportunities into long-term partnerships.
- Collaborate with cross functional teams to derive the approach for brand launch, campaigns, influencer campaigns or social media strategies
- Oversee and streamline creative processes while continuously seeking opportunities to enhance operational efficiency.
- Collaborate closely with business teams to optimise resource allocation, maintain profitability, and ensure the seamless execution of campaigns across all assigned brands.
- Build and maintain strong client relationships by consistently delivering creative solutions that exceed expectations and by acting as a trusted advisor on all creative matters.
- Organise and lead training sessions, fostering continuous learning and skill enhancement.
- Oversee hiring requirements and lead the hiring process to ensure the creative team is composed of top talent.
- Regularly engage with team members through one-on-one meetings to provide feedback, recognize achievements, and support their ongoing development.