

JOB DESCRIPTION

Brand Strategy – Group Head

Key Requirements:

- Work experience – 6-10 years
- Skill set - Brand strategy, Campaign execution, Leadership, Workflow Management, Verbal, written and visual presentation, Effective communication, Crisis management
- Managing a cluster of brands with a team of Managers and manage team operations for smooth functioning

Key Responsibilities:

- The ability to think about clients' problems with regards to the objectives to be achieved through Digital Media (on various Digital platforms like Facebook, Twitter, YouTube, Pinterest, Instagram, Mobile) and pitch creative solutions
- Understanding of different industries and/or the ability to grasp knowledge about these industries while onboarding or pitching to a new client
- Understanding the brief and creating digital marketing strategies that align and support clients plans to align with current campaigns and to plan for new engagements that will bridge the gap.
- Direct the team of managers to conduct thorough research on assigned brands/projects/pitches also including but not limited to new trends, on-going campaigns, creative innovation
- Lead client calls, manage timely delivery of campaign-level briefs, and maintain high quality on presentations along with the team
- Collaborate with cross functional teams to derive the approach for brand or movie/show/music launch campaigns, influencer campaigns or social media strategies
- Provide qualitative and relevant solutions to the team on projects and manage time or quality crisis
- Craft interesting and disruptive concepts for various requirements
- Besides Client briefing, identify opportunities and/or challenges in a business where creative assets can provide a solution, identifying the unmet needs and goals of the clients.
- Monitor Digital & New Media industry trends and competitor offerings to identify potential business avenues and improve current offerings.
- Strong focus on coming up with Innovative & Interactive Digital Media Campaigns & Ideas for the client. Focus on driving innovation, impact and creativity for the client.
- Work on building Case Study narratives for submitting to awards that help the organization
- Manage alignment of resources and tasks
- Set internal processes for smooth operations