



Job Description
Manager - Strategy

Key Objectives

- Understanding briefs, concepts and ensuring superb visual representation from scratch.
- Leading brand campaigns, inventing ideas for branding, advertising campaigns, and marketing messages.
- Effectively lead and motivate internal team to produce best in class work.
- 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 4+ years. At least 1 year+ of being a Sr.Strategist - Creative Strategy or similar roles
- Background in creative and copywriting. Exposed to managing design and artworks

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
- 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.
- Leading several projects from start to finish, keeping to deadlines.
- Working with the Copy and Art team, conceptualizing ideas to meet marketing goals for all communications across brands.


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- Liaise with Client Servicing, Performance Marketing, Media and Tech teams to develop and enhance creative ideas, while coming up with innovative communication strategies.
- 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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 contact@whiteriversmedia.com