

## **Job Description - Senior Copywriter.**

### **3 simple asks -**

- Be the content custodian for the brands / projects you shall be working for, at White Rivers Media.
- Be responsible for the day - to - day content which could be text, audio, video or imagery - based.
- For the brands / projects already associated with White Rivers Media, create kick - ass content - led campaigns.

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

- Great passion for advertising.
- Be a grammar nazi.
- 3 to 4 years of full - time work experience in a digital marketing agency.

### **If onboard, what will your day look like ?**

- Planning content strategies, creating content banks & being responsible for entire content mandates for the brands / projects allocated to you.
- Spending time in researching, cracking insights & delivering great campaigns.
- Interacting with the Strategy & Design team to give your ideas life.
- Researching about all new things digital, latest global news making campaigns, current trends & more.
- Being a part of the content strategy for case studies & more.
- Creating successful campaigns for White Rivers Media, which add real value to the clients & their objectives alongside of course, winning awards !