

Designation:

Creative Director

Experience:

5+ years of work experience

Location:

Mumbai

Core competencies:

1. Creativity

- Innovative ideas for campaigns
- Understand the design and smart copy and recognize fresh approaches to advertising
- Intimate understanding of design, copy and web best practices/guidelines
- Keen awareness of current trends in advertising

2. Leadership & Team Management

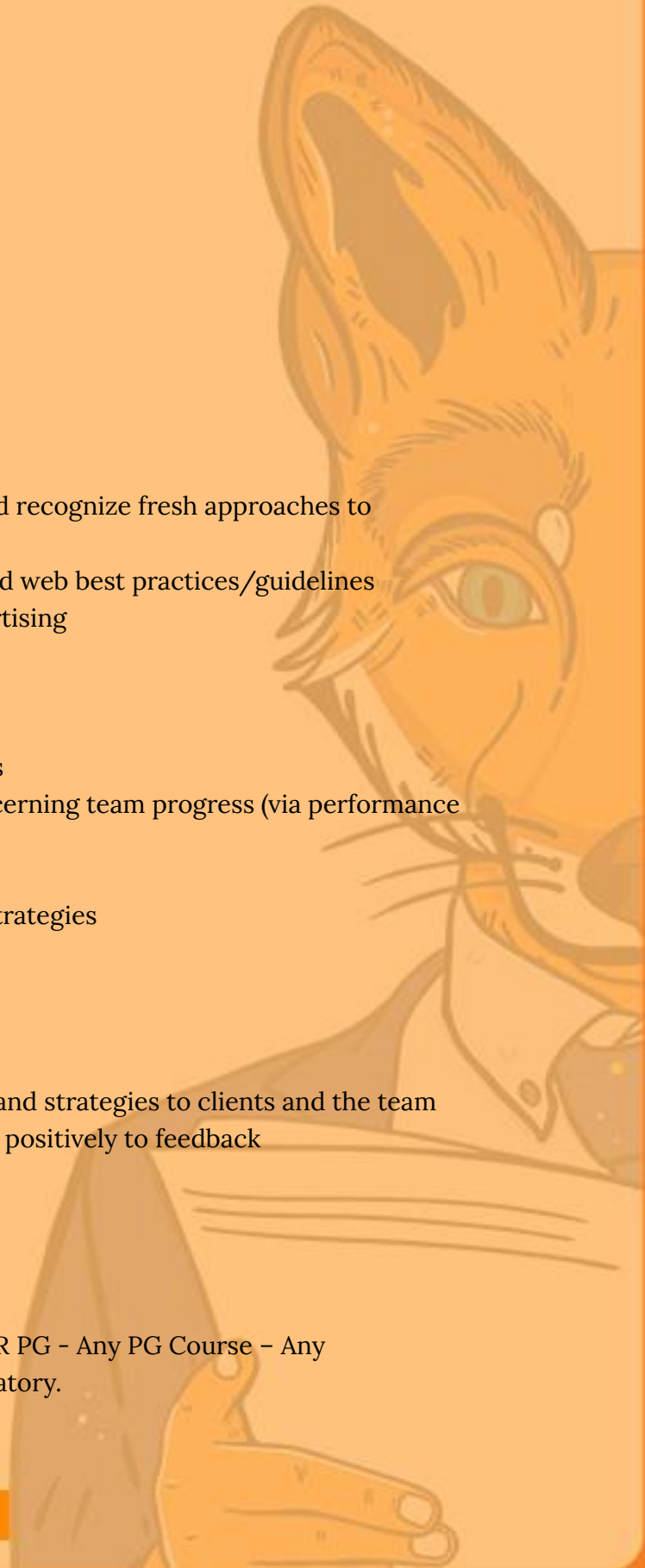
- Lead by example & mentor team members
- Keep team members motivated at all times
- Provide appropriate level of feedback concerning team progress (via performance reviews and on-the-job feedback)
- Train, mentor and motivate the team
- Keep client needs in mind while framing strategies
- Timely resolution of client escalations

3. Communication

- Excellent written and verbal skills
- Ability to clearly articulate complex ideas and strategies to clients and the team
- Ability to sell work and ideas, and respond positively to feedback

Qualification:

- UG - Any Graduate - Any Specialization OR PG - Any PG Course - Any Specialization; Post Graduation Not Mandatory.



- Candidates with 5+ years of work experience can apply. Prior experience in Social Media and online content creation will be preferred
- Prior team management experience preferred
- Proven & demonstrable experience of being able to work under pressure and multi-task. Should be comfortable with handling pressure since the role demands it

Team:

Creative

Reporting To:

National Creative Director

Roles & Responsibilities:

1. Strategic

- Work with content partners to generate new concepts and opportunities
- Create case studies along with the Account Management team to be used for award entries, partnerships and pitches

2. Communication & Coordination

- Attend large size campaign briefs by the Account Management team
- Meet clients every couple of months to understand satisfaction with creative strategy and execution and build relationship

3. Creative Strategy

- Brand strategy basis the decoded client brief for campaigns
- Brand strategy for new client pitches
- Pitch large campaigns to clients along with the Account Management team
- Drive the agenda for innovation (new trends, insights and content formats) that can be utilized for client pitches, client briefs and new partnerships

4. Creative Execution

- Ensure creation of contextual, innovative content
- Define the agenda and guidelines of collaboration with functional teams for executing client briefs
- Work closely with arts & graphics, video and production teams to co-create content
- Vet concepts, final scripts and storyboards (created with the art team)



- Conduct aesthetic checks and edits during pre-production and production stage
- Attend shoots and music recordings to supervise work quality and processes
- Sign-off on ideas related to influencer associations
- Ensure accurate referencing and industry benchmarking by the team

5. Team

- Hire capable, independent resources that can understand, communicate and execute client briefs accurately
- Organize weekly team meetings to track work progress and provide feedback to the team as a whole
- Create a team culture of innovation, research and self-development
- Work with the L&D team to structure training programs that directly impact work quality along with specific competencies

