

Designation:

Creative Manager

Experience:

3+ years of work experience

Location:

Gurugram/Mumbai

Core competencies:

1. Creativity

- Innovative ideas for campaigns
- Understand 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

3. Customer Focus

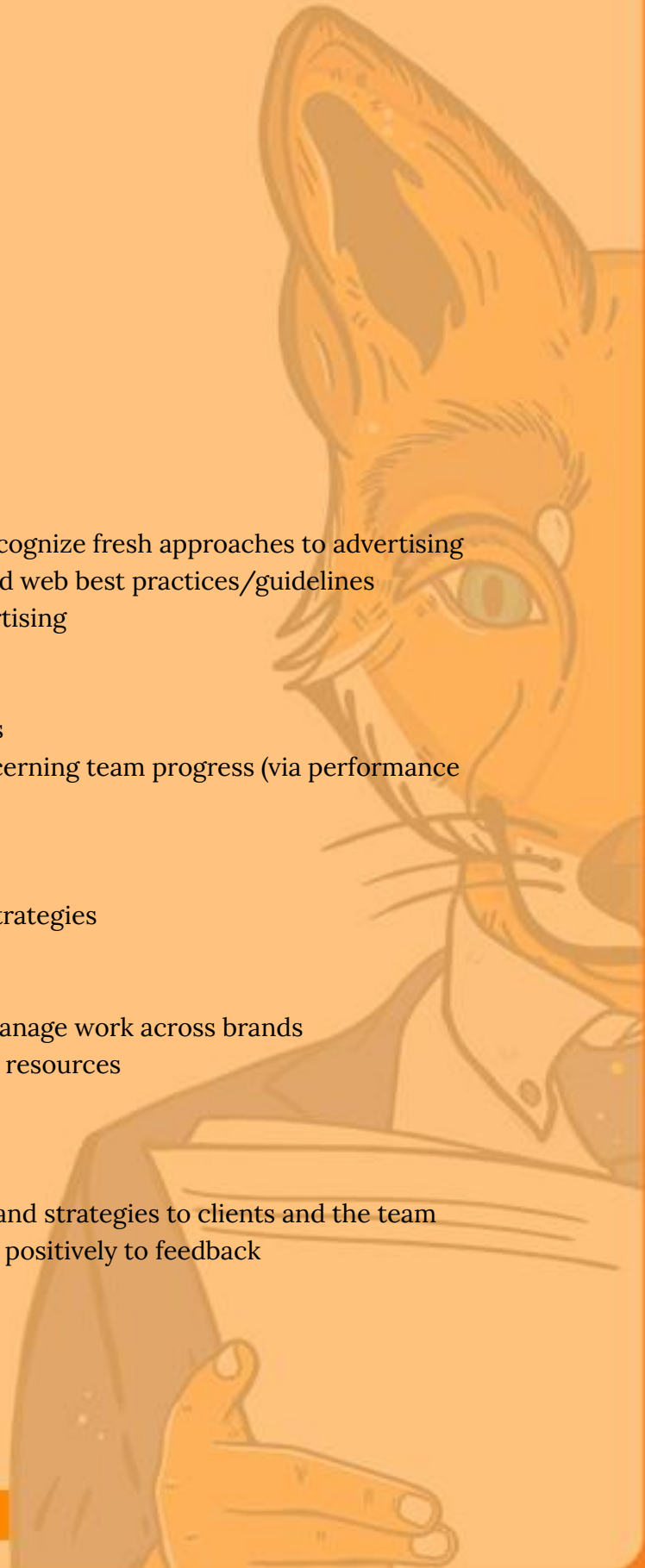
- Keep client needs in mind while framing strategies
- Timely resolution of client escalations

4. Planning & Organising

- Tactfully prioritise tasks and projects to manage work across brands
- Deliver within deadlines with the available resources
- Keen eye for detail

5. 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.
- Prior team management experience preferred
- Candidates with 3+ years of work experience can apply. Prior experience in Social Media and online content creation will be 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:

Associate Creative Director/ 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 mid size campaign briefs by the Account Management team
- Meet clients every fortnight to understand clients satisfaction with creative strategy and execution and build relationship

3. Creative Strategy

- Decode briefs along with the account management team
- Brand strategy & execution plan basis the decoded client brief for campaigns
- Brand strategy for new client pitches
- Pitch mid-size campaigns to clients along with the Account Management team
- Experiment with new content formats that can be utilized for client pitches, client briefs and new partnerships
- Search for new trends and insights that can be utilized for client pitches, client briefs and new partnerships

4. Creative Execution

- Create contextual, innovative content
- Collaborate with functional teams for executing client briefs



- Work closely with arts & graphics, video and production teams to co-create content
- Write concepts and final scripts, and create storyboards with the art team
- Quality check and vet social media content & responses, SEO content, brand website content, blog content and final scripts written by the team
- Conduct aesthetic checks and edits during pre-production and production stage
- Attend shoots and music recordings to supervise work quality and processes
- Conceptualize 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
- Build more capable teams by mentoring and guiding them
- Work with the L&D team to structure training programs that directly impact work quality along with specific competencies

