

Job description

Key requirements

- 4-8 years of full-time copywriting experience in a digital/integrated marketing agency
- Prior supervisory experience, or proof of leadership and managerial attributes
- Client-facing skills and/or experience in managing relationships with external points of contact
- Experience in delivering campaigns and their content beyond the digital media ecosystem
- Effortless communication skills and great command over language
- Ability to derive usable insights/inputs for assigned brand(s) and market competition including (but not limited to) trending topics, on-going campaigns, and creative innovations

Key Responsibilities

- Supervise, assist and ensure the formulation of content strategy, ideation of integrated campaigns, conceptualisation of content, as well as draft and review output for assigned brands/projects
- Process feedback until closure; be receptive to creative inputs during team discussions and ensure objectivity while including them to improve copy-related processes and execution
- Minimise iterations through a thorough understanding of brand and its objectives
- Sustain autonomous processes for delivering ideas and copy
- Practise problem-solving at a copy-process level with writers and members of other teams
- Ensure clear and friction-less communication with all members of the organisation
- Build and maintain great working relations with writers as well as members of other internal teams; be a go-to person for people working with you across teams
- Practise conflict-resolution with writers and members of other internal teams
- Ensure the creation of strong case studies and stronger award entries for executed campaigns as per relevant categories
- Be available to contribute ideas and copy to create marketing pitches for flagship prospects and accounts
- Contribute to the operational excellence of assigned writers through timely review and objective feedback
- Plan and conduct training, motivating and capability-building sessions for writers in the team
- Conduct performance evaluation of assigned writers once every quarter
- Track and ensure the optimum utilisation of writers such that no team member is either overworked or under-worked
- Identify hiring requirements, report them to supervisor(s), and ensure smooth onboarding of newly hired talent
- Participate in training programs and workshops to develop skills and knowledge relevant to the role