

Job description Prompt Strategist

Key Requirements:

- 2–5 years of relevant experience in content strategy, copywriting, digital marketing, or brand planning
- Bachelor's degree in Marketing, Media, Communications, Advertising, or related field
- Hands-on experience with GenAI tools (ChatGPT, Gemini, Claude, Midjourney, etc.)
- Strong understanding of marketing funnels, brand storytelling, and performance content
- Ability to structure prompts across formats — ads, social, scripts, research, ideation
- Analytical mindset with ability to test, iterate, and optimize outputs
- Strong collaboration and communication skills
- Ability to manage multiple projects, priorities, and timelines

Key Responsibilities:

- Develop and refine prompts for AI-generated marketing and content outputs
- Translate briefs, campaign goals, and brand strategy into structured prompt frameworks
- Ensure AI outputs maintain brand tone, accuracy, and performance alignment
- Collaborate with content, design, performance, and strategy teams
- Experiment with GenAI tools across content, creative, and research use cases
- Build reusable prompt libraries and internal best practices
- Monitor output quality and optimize prompts based on feedback and performance
- Stay updated with emerging AI tools, workflows, and industry developments