

## **JOB DESCRIPTION**

### **Ad Film Creative Scriptwriter**

#### **Key Requirements**

- 3–6 years of hands-on experience in writing scripts for ad films, branded content, TVCs, and digital video campaigns
- Strong storytelling skills and a deep understanding of narrative structures, character arcs, and visual writing
- Prior experience mentoring junior writers or leading creative processes
- Ability to interpret briefs and translate brand objectives into powerful video narratives
- Strong client-facing capabilities and confidence in presenting scripts and treatments
- Sharp understanding of production workflows and collaboration with directors/producers
- Excellent command over language, tonality, and communication style tailored to audience and platform
- Awareness of cultural and regional nuances, with the ability to write for diverse audiences
- Comfort with feedback cycles and openness to creative collaboration

#### **Key Responsibilities**

- Interpret client briefs and develop original, effective, and engaging scripts across formats – from TVCs and digital ads to branded films and campaign-led content
- Work closely with internal teams – strategy, art, client servicing – to ensure narrative alignment with brand goals
- Write, review, and refine scripts, treatments, moodboards, and storyboards
- Lead ideation for pitch videos, film campaigns, and marquee brand moments
- Review and guide junior writers, offering constructive feedback and creative direction
- Ensure minimal iterations through strong pre-alignment with brand tonality and objectives
- Participate in client meetings, script presentations, and creative discussions
- Collaborate with production teams during pre-production and on-set to maintain narrative fidelity
- Stay updated with industry trends, evolving content formats, and storytelling innovations
- Contribute to creative documentation, award entries, and case study narratives
- Maintain quality standards across all scripts, ensuring originality, clarity, and brand fit