

## **JOB DESCRIPTION**

### **Copy & Content - Associate Copy Supervisor**

#### **Key requirements**

- 4-5 years of full-time copywriting experience in a digital/integrated marketing agency
- Experience in generating content strategy, campaign ideas, conceptualizing content, and drafting copy
- Experience with implementing visualization in ideation and content
- Experience in delivering campaigns and their content across 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**

- Deliver content strategy, ideate campaigns, conceptualize content, and draft lines of copy for assigned brands/projects
- Assist supervisors in delegating work efficiently to assigned writers and guide assigned writers during the completion of tasks by answering questions and offering actionable directions
- Practice and implement visualization in ideation and content
- Contribute ideas and lines of copy to marketing pitches for flagship prospects and accounts
- Be receptive to feedback and creative inputs to ensure error-free output
- Be inclusive and ensure objectivity in creative processes and discussions
- Collaborate with designers, supervisors, and other members of the team to improve output and to fulfil brief's objective(s)
- Maintain great working relations with writers as well as members of other internal teams
- Sustain autonomous processes for delivering ideas and copy
- Ensure the creation of strong case studies and stronger award entries for executed campaigns as per relevant categories
- Develop conflict-resolution skills by practicing problem-solving at a copy-process level with members of other teams
- Participate in training programs and workshops to develop skills and knowledge relevant to the role