



# Job Description

## Role: Copywriter

### Job Profile:

1. Content writing: understanding the client briefs, asking questions, concept presentations, incorporate feedback & changes, deliver the final content, including but not limited to brand names, print collaterals, websites, social media and so on
  - Ability to grasp & listen to client needs and consider practical solutions
  - Articulate, present and explain ideas to clients and colleagues
  - Capable of hands-on problem-solving, with the ability to generate innovative and original ideas and solutions
  - Ability to cope with competing demands and to prioritise tasks
  - Ability to use own initiative and pay close attention to detail, ensuring zero grammar or factual errors
  - A positive and determined approach to researching and analysing new creative solutions
  - Awareness of the competitive business environment in which the clients operate
2. Possess functional capabilities
  - Being able to write long-copy / short-copy / headline driven communication as per the client business model (B2B & B2C) & choice of media
  - Expert level understanding of the design & content methodology in order to implement the creatives based on pre-defined strategy
  - Being able to work with a designer to collaborate and deliver as per timelines
  - Deep understanding of layouting, visual studies and form exploration
  - Experience and exposure of the business dynamics across varied industries
3. Experience
  - A degree/diploma from a reputed institute of India or abroad
  - Minimum 3 years of relevant experience in a similar agency / industry
  - Exposure of working on a 360 degree branding + communication (print + online) design project for minimum 3 clients.





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**Estimated time allocation:**

1. 80% creative projects / assignments
2. 20% exploring and developing knowledge of the latest design trends / methodologies

**Preferences:**

1. Candidate who has worked in agencies / design department
2. Is comfortable working from home from her / his own city and is comfortable traveling for team meetings if and when required

