

JOB DESCRIPTION

Position: Copywriter Trainees

Function: Creative

Main Task & Responsibilities:

- Writes copy for assigned projects that are on strategy for the product, in language that is original, compelling, distinctive, and synergistic with art/graphic
- Is deadline oriented and well organized
- Collaborates with the team in a positive and productive manner
- Coordinates with copy supervisor, account services, and art director in identifying and obtaining information needed to carry out assignments
- Participates with a creative team and Servicing team to develop multiple concepts/campaigns for assigned products/projects
- Contributes innovative ideas appropriate to the client's marketing strategy
- Works on focusing on the big idea

Qualification Required: Graduate/Postgraduate with English/Hindi Literature, Arts, and Journalism background

Other/ Special Requirements:

- Demonstrating creative/conceptual potential and writing capabilities.
- Think different & out of the box, progressive thinker
- Creative thinking, analytical & problem solving
- Strong interpersonal and Communication Skills
- Ability to collaborate effectively at all levels and functions