

## CREATIVE VERTICAL SPECIALIST

### OVERVIEW

Video advertising is booming and YouTube with its billions of users is at its very centre. We are changing the way the digital marketing & creative ecosystem is evolving. An inhouse clients marketing & creative solutions team which supports a wide set of our advertiser & creative agency partners across the campaign development life cycle. The team is instrumental in opening the door of video advertising to the varied businesses by helping them create brand communications (video & display) that capture the essence of their brand in a manner that builds on the native strengths of Google ad-platforms.

A one-person show - engage senior leaders, advertisers; take briefs; dive into the latest ad-tech; craft solutions/storyboards while walking down a corridor and coordinate digital creative production with our remotely located partner studios. Energy, agility and a passion for making every creative solution the best - if you have it, then we have an opening!

### RESPONSIBILITIES AND KEY ACCOUNTABILITIES

- **Creative Strategy:** You will be the bridge between in-market client's sales leadership, specialists and advertisers/agencies and identify creative solutions opportunities in the market and develop programs that customize the scaled delivery process.
- **Creative Servicing:** You will support in-market sales teams through 1:1's, office hours, consults, etc. This could be for interpreting advertiser campaign objective, defining the creative asset strategy (spanning audit to re/construction) and building a distilled production guidance for the hub/studio. You will also support in direct with advertiser articulation/ evangelization sessions that convince them about our solutions.
- **Creative Quality Control:** You will be the expert for ensuring creative quality of the outputs from the hub/studio meet Ignition labs creative intelligence standards and the campaign objective before reaching the advertiser.
- **Customer Delight:** You will be responsible for the efficiency and satisfaction of the market teams with Ignition Labs solutions - driving increased adoption while creating delight. This might involve managing creative iterations with seller/advertiser and the hub/studios; creation of checkpoints to ensure only the high-quality of work is delivered, and monitoring operation metrics (CSAT, TAT, Quality of output).
- **Creative Ecosystem:** You help the hub leadership build insights about the market creative ecosystem, suggest appropriate approach for creative agencies, and help them in their digitization journey using Ignition Labs solutions.

## KEY SKILLS

- Creative Judgement: You are inherently creative and should know a fair bit about branding and producing advertising assets across video and display.
- Extreme attention to detail.
- An organised individual who can track and manage multiple projects at one time.
- Innovative and can generate cutting edge videos with limited resources quickly.

## EXPERIENCE AND QUALIFICATIONS

- 5+ years' experience in Creative Strategy role.
- Previous experience in video marketing with strong understanding on digital channels like YouTube.
- Experience in working across a wide-set of brands or YouTube creators who want to help businesses master the magic of digital video.
- Fluent in English, and exposure to communicating & working with remote teams.

## ADDITIONAL REQUIREMENT

Share a portfolio of videos you've created that clearly demonstrate digital abilities. These can be events, business videos, personal videos or anything that shows your skills.

## ABOUT THE COMPANY:

Magnon eg+ - an Omnicom Agency - is a new breed communications agency that exists to help brands communicate with their consumers seamlessly across mediums in a better, faster and an easier way. The agency - formed in 2007 – currently employs over 150 people.

Being one of India's largest full spectrum marketing communications and advertising agency, Magnon eg+ covers the entire gamut of translation, transcreation, digital, interactive media, creative and production services for many marquee clients in the country such as Google, HP India, HP International, Hamley's, Standard Chartered, Etihad Airways, UNICEF, amongst many others.

Interested, please share your details – resume + portfolio, if any on [hr@magnon-egplus.com](mailto:hr@magnon-egplus.com)