

MEDIA CONTENT STRATEGIST

Creative communication that is effective is no longer only about aesthetics or great copy, it's about setting the right context! What generally works is disseminating content on right platforms targeting the right audience with messaging and visuals that resonate. We are in the business of helping brands make the right connect with their audience.

As a Media Content Strategist, you will be responsible for strategizing for ad campaigns for global clients.

Key skills here would be expertise in identifying relevant keywords, creating and testing effective ad content including videos, and ensuring that the right audience is targeted. We're always pushing the limits to see how video platforms can be used even more effectively with greater ROI. Your role will involve working closely with our internal creative team and also rub shoulders with some of the top brands globally.

RESPONSIBILITIES AND KEY ACCOUNTABILITIES

- Lead content strategies for a set of brands along with the Client marketing teams.
- Develop innovative content strategies for clients' basis their overall brand strategy and goals.
- Analyse a brand's objectives and creative videos to identify the best media strategy to be deployed for YouTube.
- Identify the target audiences as per the YouTube pool of demographics, affinities, in-market viewers.
- Create specifications (guidelines for the tone, style and voice) and appropriate content for the brand's target audience.
- Understand what's working and what isn't and optimise accordingly.
- Stay updated with and experiment on latest trends, formats.
- Map the brand objective, creative video and target audience with the most effective YouTube ad formats.
- Draw insights that impact client's strategy.
- Stay abreast with media innovations and find ways to enrich brand communication initiatives.
- Devise Ad sequencing content strategies on YouTube as per all the above points.
- Do the above for multiple brands across the globe.
- Have a deep understanding of consumer behaviour trends in different regions of the world (APAC, NAAM, EMEA etc.).
- Ability to use Google analytics to build the most effective media strategy for each brand campaign.

YEARS OF RELEVANT EXPERIENCE

- 6+ years' experience in a digital media planning position
- 2+ years YouTube Ads Manager experience will be an added advantage
- 3+ years of experience as a Content Strategist, Content Manager or similar role

PREFERRED SKILLS & ABILITIES

- Bachelor/Masters degree in related field.
- Geek on analytics & audience segmentation.
- Experience with campaign management and ad serving technology: DoubleClick, Innovid, Prisma, Google Analytics.
- Preferred working knowledge of third-party Internet marketing research: comScore Media Metrix, Nielsen NetView, @Plan, NetRatings, and others.
- Broad understanding of the programmatic landscape.
- Required PC proficiency and solid working knowledge of Microsoft Office (MS Word, Excel, PowerPoint, etc.) and Google Docs.
- Experience analysing data and market research.
- Must be a self-starter, with strong planning and organizational skills and the ability to work with minimal direction.
- Excellent communication and presentation skills.
- Strong time-management and organizational skills.
- Experience in managing multiple competing priorities, duties and/or projects. Proven ability to accommodate evolving responsibilities and last-minute changes.

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