

Creative Partner (Copy)

Company Brief:

Founded in October 2008, Gozoop is an independent marketing company offering a wide range of strategic solutions for brands and businesses. With a platform agnostic approach and effective blend of creative and technology services, Gozoop specializes in crafting integrated solutions designed to help brands and businesses win in the new world.

A team of over 300 marketers, Gozoop has partnered with brands such as Dell, Asian Paints, Taj Hotels, Kolkata Knight Riders, Mumbai Indians, Star Bharat, Pizza Express, Club Mahindra, Viacom18, Mad Over Donuts, Tim Hortons, Air India, IIFA, ITC and many more to create award-winning and noteworthy campaigns.

Built on strong foundation of values and culture, Gozoop ranked 7th among the Top 50 India's Great Mid-Size Workplaces 2017. Gozoop was also featured on The Great Places to Work India in 2015,2017,2018, 2019 & 2020

Company Website: <http://gozoop.com/>

Job Location: Mumbai

About the role:

We are looking for a self-driven, result oriented & enthusiastic Creative Partner.

Responsibilities: *(Including, not restricted to)*

- Discussing the client's core message and target audience and generating original copy ideas that grab attention of the TA
- Brainstorming visual and copy ideas like social media posts, slogans, media copy, jingles and scripts with other members of the creative team
- Writing and presenting the best options to clients
- Modifying copy until the client is satisfied
- Overseeing the production phase
- Checking all the content being advertised is truthful and complies with codes of advertising practice
- Be highly creative and imaginative, and curious about clients' products or services
- Be skilled in writing clear, concise and grammatically correct copy
- Understand the different language styles that appeal to various target markets
- Have excellent interpersonal and communication skills
- Work well in a team and with a range of creative people
- Be able to work under pressure and manage workloads effectively
- Be highly self-motivated and well organized & be able to see other people's points of view and take on board feedback
- Have an eye for detail

Employment Details

- Full-Time Opportunity
- Package offered - ₹ 3.0 L per annum (Subject to feedback post-interview)
- Company Policies are subject to change as per management discretion.
- Candidate will be eligible for an appraisal in April 2025 basis individual as well as the company's performance