



[DAL Intern]

Focus: GTS

Location: Mumbai, Maharashtra

Report To: Team Lead

About Craft Worldwide

At Craft Worldwide, we specialize in creating modern production solutions for our clients that deliver efficient, effective, and consistent content. We are strategic partners in agility and scale, powered by best-in-class technology and a dynamic global network of over 1,300 producers, designers, photographers, linguists, technologists, and more, operating in 25+ markets and over 120 countries. We are dedicated to serving as partners in transformation for our clients, and our proprietary processes and tools offer complete transparency and agility in a constantly changing world. Our work has earned awards and recognition at Cannes, the Effies, CLIOs, and more. As a part of McCann Worldgroup, we put creativity first in everything we do to deliver meaningful content and brand experiences.

The strength of our creative capability and innovative thinking has led to some of the world's most celebrated, effective, game-changing work for top brands. Maximizing that strength means bringing together an extensive mix of socially, culturally, and cognitively diverse talent - and creating conditions where they feel empowered to boldly share the fullest expression of their unique worldview. We fiercely believe in the power of creativity and innovation to positively influence society and inspire greater equity and inclusion within the communities we serve. So, every day we deliberately and intentionally choose to embody our global philosophy of Conscious Inclusion and, in turn, fuel our mission to help brands earn a meaningful role in people's lives.

<http://www.craftww.com>

The Role:

You have a knowledge of taxonomy, metadata and the organization of digital assets to ensure the platform is delivering the desired assets/results. You understand that our studios and clients need to make stuff - fast. With this in mind you will optimize workflows for getting assets in and out of the DAM. You will be part of a team that evaluate clients' needs for organization and search requirements so finding assets in the DAM is extremely easy and intuitive. You will track and apply usage rights, following the asset lifecycle to prevent any misuse or untimely release of assets. You will understand the role of DAM as the core of our production technology stack. Most of all, you must be prepared to roll up your sleeves and get your fingers into the assets – up to your elbows, if needed

The Team:

The Technology team at MWG and Craft guides the technical approach during ideation and execution. As a Senior Digital Asset Librarian, you will be part of a global team of Librarians, Project Managers and solution focused Program Directors who optimize the McCann/Craft DAM experience for our agency partners and clients

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The Ask:

For our Craft Worldwide leadership manifests across:

Our People:

Find, develop, align, coach, and inspire talent: our talent is our biggest asset. We must cultivate an environment of generosity, learning, possibilities, bravery, and smarts that's equal parts inspirational and efficient/actionable. Create and cultivate a pipeline of talents working with your HR team, which helps not only for hiring but also for retention and reputation.

Our Product:

Ensure high-quality production delivery for our clients daily and participate in product development with regional and global leads.

Our Process:

Ensure alignment with the global process vision, standards, business requirements and policies.

Our Place:

Drive partnership/collaboration of working within the office and across the brands (strategy, business, creative, production). Calibrate the right teams to ensure strategic excellence and delivery. Partner closely with regional and global leadership to push the work and the teams to ensure a collaborative, creative culture where ideas flourish and talent is nurtured.

Our Promotion:

Be the industry voice/face of production. Get involved in the local industry, and work with your regional lead to identify key speaking engagements to raise the profile of Craft Worldwide in general. As mentioned above, under 'people,' work a pipeline of talent, creating a natural 'buzz' about production amongst the local production community.

What You Will Do:

The Intern for Craft Worldwide will be required to:

- *Organize, catalog, tag and publish assets going into the Craft DAM ecosystem*
- *Create, manage and apply appropriate usage rights records to assets in the Craft DAM to prevent the misuse or untimely release of assets.*
- *Manage and process asset fulfillment requests and workflows*
- *Supporting MWG and Craft's values*
- *Be part of an environment of mutual respect and partnership, strategic thinking, appropriate risk taking, open lines of communication, on-going performance feedback, professional development, and adherence to agency policy.*

Who You Will Be:

To be successful in this role, you will have demonstrable previous relevant experiences and skills with the following:

- *Basic knowledge of DAM, metadata and taxonomy concepts*
- *A profound love and passion for Technology*
- *Excellent collaborator working as part of a global team across multiple offices and time zones.*

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- *Strong interpersonal skills, a positive attitude, and the ability to thrive in a collaborative agency environment with multi-disciplinary teams*
- *Excellent communication skills, both verbally and electronically with the ability to understand and translate back requirements and needs.*
- *Curious and resourceful; comfortable learning new things through exploration, self-training and teamwork.*
- *The ability to laugh at yourself*

Craft Worldwide is an Equal Employment Opportunity (EEO) employer. We embrace diversity in all its forms. We provide equal employment opportunities to all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran or disabled status, or genetic information.