

digital



Established in 2011,

We (www.digitalf5.com) started in 2011 with the idea of refreshing the way one looks at brand communication. With 8 years, over 150 clients and some great work behind us, we are as much in love with what we do.

With team of about 100 people, across 2 cities, work done for over 200 brands across functions of digital marketing, we are one of the first “digital first” communication agencies in the country.

What separates us from the rest?

It is our problem solving mindset, our creativity in crafting the right solution and our ability to take ownership in driving, learning, iterating and finally our solutions deliver results for our clients. Our success lies in our client’s success

With us, every individual is empowered, once he/she has proved that they’re a part of us in principle and spirit. No wonder, we not only have one of the lowest attrition rates (compared to the industry) but also the a large set of us have taken up and built roles for themselves which are far richer than what we’d thought out for them

Why you should join us?

We feel at home with the outliers

The ones who work because they love what they do

Who create their own space within our structures

Who love solving problems, and take pride in their work

Who want to own every brand that they work on, like it’s their own

So if you like doing the same things over and over in the same way or 9 to 5 your idea of a work life balance,

Well, then we’re not for you.

But, if you think you’re one of those outliers, we’d love to know each other, and see how we could, together, refresh the way communication is done.

Digital f5 is looking for

- *the kind of people that contribute to a successful workplace for everyone: we like people to be self-starting, innovative, ambitious, accountable, reliable and gregarious.*
- *To work on a digital f5 team we look for unique skills and attitude: people must be entrepreneurial, analytical and highly professional, with up-to-date knowledge to interpret our clients needs and to design solutions with high visual impact.*
- *They must be able to prioritise work, possess excellent written and oral communication skills, work on a variety of products and will be responsible for taking a client's brief and generating original copy ideas that grab the attention of the target audience. This can include creating strap-lines, slogans, body copy, jingles and scripts and you will cooperate with our designers and operations team.*
- *We cultivate people who demonstrate personal initiative and ambition linked with the ability to think laterally, and find new solutions to unpredictable challenges. The goal is to get the clients' message across.*

DESIRED

CHARACTERISTICS

DESCRIPTION

Position:
Copywriter

Education:

- *Diploma/Degree in bachelor's degree in communications, English, marketing, or a related field.*
- *At least 2-3 years of experience in digital or media industries.*

Craft and Implement

- *The basic expectation of the role is to understand brands on one hand and copy writing on the other and should have the ability to articulate brand thought through story telling*
- *Internalising briefs from clients. Research on the brand in question (its TG, communication across digital and offline media, existing digital properties, related brands and their activities both digital and offline media, etc.)*
- *Facilitate/Instigate the ideation process as per the brief*
- *Execute ideas through copy that is creative, disruptive, out of the box but in sync with the brand brief and directions*
- *Understand the nuances of the brand communication. The nuances of writing for various platforms of digital media like Facebook, Twitter, blogs ,etc. basically has sense of brand tonality coupled with platform requirements.*
- *An orientation to think brand.Have an inclination to observe what other brands are doing globally and how we could leverage on their case studies to differentiate the writing for our brands*

SPECIFIC SKILLS AND KNOWLEDGE

- *Understanding of brands.*
- *Maintain impeccable grammar*
- *Understanding of digital media*
- *Creativity to seamlessly integrate the two to deliver the brand's objective*
- *Proven copywriting experience*
- *Be highly creative and imaginative*
- *Have good written and interpersonal skills*
- *Should be able to work well in a team*
- *Should be able to work under pressure*
- *Should have an eye for detail*
- *Should be aware of new advertising trends and techniques.*
- *Excellent time management with a proven ability to handle multiple projects with tight deadlines.*