



White Globe

White Globe is Asia's leading Language Service Provider (LSP) offering Translation & Localisation services in more than 350 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of Four years White Globe is already servicing more than **1000 clients** across the globe including **more than 50 Fortune 500 Companies**. Right from its inception, White Globe has won several Industry leading accolades like *"The Company of the Year 2019"*, *Best in Translation and Localisation-India*, *Corporate Excellence Award, UK*. *"The Most Admired Language Service Provider in India, CEO of the Year 2019 etc.*

White Globe services are backed by advanced technology and an innovative knowledge centre. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professionals. White Globe offers a dynamic work environment to encourage innovative thinking and honing one's leadership skills

White Globe has created a sub brand for Multi-media Localisation business "**Alpha Hat Global**" to bring strategic focus on Video/Animation Creation and Video/Animation Localisation for Corporates. The Multi-media localisation team will nurture and build this business in a separate Line of Business/Division/Vertical. If you are the ideal candidate, you will already have Strong command of branding, brand story-telling on social And would be able to Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion. Ypu will have a natural ability to produce creative ideas for digital campaigns as well as individual pieces of communication and would possess strong writing skills — ability to teach others to become better copy / script writers

Please visit: www.whiteglobe.co.in Available in Eleven Languages

POSITION DESCRIPTION SUMMARY

Function: Multi-media (Alpha Hat Global)

Location : Mumbai

Position Title: Sr Creative Manager

Reporting To: SBU Head- Alpha Hat Global

I) Position Summary

Key Objective / Purpose of the Job:

- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion; Strong command of branding, brand story-telling on social
- Produce creative ideas for digital campaigns as well as individual pieces of communication such as emailers, banners, etc.
- Lead static creative development for all performance marketing campaigns
- Strong writing skills — ability to teach others to become better copy / script writers
- Independently develop content with an emphasis on websites, blogs, social media and other digital platforms
- Write clear, attractive copy with a distinctive voice. Interpret copywriting briefs to understand project requirements and communicate to teams.
- Lead the team into liaising with other business teams and grasp the bigger picture for meeting deadlines and final deliverables without compromising on quality



- Collaborating with team members writers, designers and account managers to consistently deliver polished, award worthy work.
- Close attention to detail - ability to use nuances to carry out an idea or a theme in a video project
- Collaborate with the performance marketing team to obtain knowledge around requirements and work with a team of copy and designers to implement creatives
- Lead brainstorming/creative sessions to generate ideas
- Revise content and creative, approve/reject ideas, provide feedback to the team
- Monitor results of team efforts and propose actions for the future
- Diligent in project management — checks-in frequently to understand status of all projects, redirects resources as necessary to fulfil changing priorities / deadlines if necessary
- Motivated self-starter — able to analyse a situation and jump in with a solution without receiving constant guidance / monitoring
- Hands-on video production experience; Expert aptitude in 2D, 3D, stop motion, animation, and motion graphics
- Understands the currency of social video – 3 sec, 6 sec, 30 sec and 2 minters
- Proficiency in Adobe Creative Suite Especially Premier Pro

Béhavioral Attributes:

- Radical Accountability: Run the vertical like your own business
- Systems Thinking: Early stage start-up hence requires incredible detail orientation and process thinking. Do-er versus a talker.
- Extremely creative/hacker mindset with In-depth knowledge of PPC ecosystem
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II) Person Specification:

a) Essential Qualifications:

- Bachelor s degree (preferably in English, journalism or a related field) with 5 years of strong work experience, preferably in an advertising or interactive agency with an impressive portfolio to put forward
- Professional Qualification in Graphic Design, Fine Arts, Design Related field
- Experience handling a team of junior writers and experience across different product types and marketing efforts
- Sharp writing skills and experience developing copy for large cross-channel and/or direct-marketing initiatives across media
- Deep understanding of various social and digital media platforms

c) Work Experience

- Should have worked in a Service Industry - Advertising, PR, Event Management, Media Planning, Marketing Communication
- Upto 5 years' experience