



## **BABS Production Ltd**

### **Creative Director**

#### **Reports To**

The Creative Director will report to Executive Director

#### **Job Overview**

The Creative Director will be responsible for managing the company's marketing initiatives and campaigns on all projects. The ability to do market research on campaigns and analysis to direct marketing strategy and planning. In the role, the individual will oversee the production of all promotional materials and marketing campaigns. It will also be required to report all marketing and sales results to senior executives in the organisation.

#### **Responsibilities and Duties**

- Conducting Interviews, hires and trainings for employed staff working under creative director
- liaises with client to discuss the service or product that need to be marketed or worked on.
- Conceives advertising campaign to impact the desired product or project image in an effective and economical way.
- Reviews the campaigns in light of sales figures, surveys, feedbacks and customer review.
- Applying changes in media and viewing figures and advertising rates.
- Communicates with various media buyers, advertising agencies, printers and other services to help marketing projects come to fruition
- Arrange conferences, exhibitions, seminars to promote the image of a product or the service of the organisation
- Presents the forecast for the campaigns for the next 12 months with a 12 months agenda.

#### **Qualifications – Essential**

- Minimum 2.1 and above in the field of creativity or marketing.
- Must have experience in this industry previously.
- Must have worked in small to medium sized companies
- Essential to be fluent in Hindi and English

#### **Desirable**

- Public Speaking
- Travelled to India and is aware of the working environment
- Creativity
- Able to adapt to different environments

Should you wish to know more or apply, please contact Saniya Sajjan (Executive Production Manager) at [Saniya@babsproduction.com](mailto:Saniya@babsproduction.com) / 07456822762 for more information.