



Job Role Document | The Invisible Paintbrush

Sr. Manager: Copywriting & Creative

Hi there, and welcome to [The Invisible Paintbrush](#) – we're a small agency for small businesses, but we carry big dreams!

We vehemently believe that small businesses deserve an equal chance in the digital playing field, and we think of ourselves as equalisers. This is why we consciously choose to work almost exclusively with start-ups, family businesses, solopreneurs, and such, and not with big, established, legacy brands.

Our work usually cuts across the entire marketing journey, and we try and offer 'end-to-end' services, but we're best at strategy, design, and creative. Although, in most cases, what we really offer is complete brand ownership, that not only drives the marketing, but also the business strategy.

But it's not the outside that we're proud of most – it's the inside.

Our culture and our values make us who we are. At Invisible, clients do not come before team members, profits do not come before purpose, and words do not come before actions. We understand that we are in the business of talent, and so we do everything we can to make our teams happier – even if it increases our costs.

We don't work on weekends, holidays, or after-hours. We do not treat clients like gods, and we take mental well-being seriously. We also have free Netflix.

Having set up our operations only about 3 years ago, we're a young agency, and still a small team of just 23 people. But, we're growing fast! And so, we're now looking to build a team of wonderful designers, awesome marketers, and sick strategists, who share our passion for small business, and our distaste for the 'agency life'.

If that sounds like you, we'd love to chat!

Designation:

Sr. Manager – Copywriting & Creative

Experience:

2 years or more of agency/marketing experience

CTC:

5 to 7 lacs per annum (based on skill and experience)

Location:

Work From Home

One-Line Job Description:

End-to-end development of branded content (copy) for digital platforms, including social media content, paid media campaigns, website content, and more.

Key Responsibilities:

- Defining and executing content strategies for brands on digital platforms
- End-to-end content development, including copy and visual direction
- Executing content calendars in collaboration with the design team
- Liaise directly with clients to present content ideas, receive feedback, implement changes, and deploy the final output
- Track and analyse campaign performance, and share performance reports with the client
- Identify, track, and report on key performance metrics to maintain the overall health of the account and to achieve brand objectives
- Support and guide junior managers and the overall creative team with the aim of improving internal processes and efficiency of the agency as a whole

Key Skills:

Copywriting, Creative Writing, Communication Skills, Campaign Planning

How to apply?

To apply for this role, kindly fill out our application form by clicking on [this](#) link.

PS: This application form includes an assignment that can take 3-5 days to complete.