

## **Job Role Document | The Invisible Paintbrush**

Head of Content / Creative Director

Hi there, and welcome to [The Invisible Paintbrush](#) – we're a small agency for small businesses, but with 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 wellbeing seriously. We also have free Netflix.

Having set up our operations only about a year ago, we're a young agency, and still a small team of just 18 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:**

Head of Content / Creative Director

**Experience:**

5 years or more of agency/marketing experience

**CTC:**

9 to 12 lacs per annum (based on skill and experience)

**Reporting Manager:**

Founders and/or CEO

**Location:**

Bangalore, India or Work From Home (Remote-Optional)

**One-Line Job Description:**

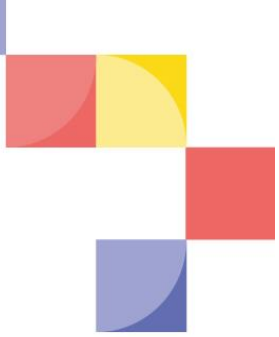
Overlook the overall creative quality and output of the agency, and build the creative team

**Key Responsibilities:**

- Supervise and oversee social media strategies for brands, including the tone of voice, brand personality, content themes, scheduling, audience, and metrics
- Direct the creative team, and work directly with clients/brands to present social media strategies, identify and execute feedback, and define the way forward
- Lead the process to conceptualise, develop (including copywriting), and manage the execution of social media content for brands, as per the overall brand/content strategy
- Create content calendars and accordingly brief the design team to execute the social media content, including management of internal and external feedback
- 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 social media team with the aim of improving internal processes and efficiency of the agency as a whole

**Key Skills:**

Copywriting, Communication, Brand Strategy, Team Management, Leadership



## How to apply?

In order to apply for this role, kindly write to us at [careers@theinvisiblepaintbrush.com](mailto:careers@theinvisiblepaintbrush.com)

Use the subject line: “Creative Director – Social Media – Applicant Name”

Include the following details in your email:

- Updated CV / Resume
- LinkedIn Profile
- Work Sample / Writing Sample
- Earliest Date of Joining
- Current CTC
- Expected CTC
- Work from Home/Office Preference
- Contact Phone Number

PS: Please make sure you add “[careers@theinvisiblepaintbrush.com](mailto:careers@theinvisiblepaintbrush.com)” to your contacts to ensure you receive our communication in a timely manner.