

Job Description

I. Key Specifications

Position -	Copywriter	Unit –	TMI Network
Reports to -	Art Director	Department -	EBITA
Reportees -		Location -	Hyderabad

II. What you are expected to do

To write, innovative, creative, relevant and out-of-the box content for Ads. The copywriter would be a part of the creative team and would be instrumental in translating client requirements into meaningful, creative, relevant and clutter breaking communication.

You would be actively involved in:

- Developing campaigns with the Art Director
- Editing / Proof Reading Content
- Understanding contemporary trends in advertising & marketing communication
- Understanding consumer insights through fieldwork and secondary sources and producing path-breaking work

III. Who we are looking for

Candidates with a good sense of humour, who understand human behaviour, and have a flair for writing. You should be an excellent team player and willing to learn and grow on the job.

The key skills that we look for in you are:

- Excellent communication skills, both written and spoken (especially in English)
- Creativity and Spontaneity
- Out-of-the-box thinking
- Basic Understanding of advertising, branding and communications
- You should be comfortable in scripting films, audio-visuals, radio jingles, etc.

IV. What seems to work for us

Graduates in Mass Communication and Journalism thrive in this role.

V. Where your peers are from

Candidates with 2 – 3 years experience in Advertising, Journalism, Mass Communication and Content Writing.

On a personal note:

The most essential tool in this business is the 'Right Attitude'. If you are a quick learner as much as you are a quick unlearner and have the zeal to learn on the job, it is you we are looking for. More than anything else, we expect your energy, enthusiasm and smile to rub off on your team and people around you. A good hold on the English writing and a flair for creative writing is a pre-requisite to this role.