

<p><b>Client Servicing – Job Description</b></p>
<p><b>Person of contact for assigned clients</b></p> <ul style="list-style-type: none"> <li>• Liaising between the client and the agency independently.</li> <li>• Communicating the clients’ needs and problems to creative team.</li> <li>• Ensuring timely delivery of services and project milestones.</li> <li>• Ensuring compliance with clients’ set mandates.</li> <li>• Adherence to the client specific contract to prevent legal disputes.</li> <li>• Identify and pursue new business opportunities within existing accounts, as well as with prospective clients.</li> <li>• Build and maintain strong relationships with key clients, acting as their primary point of contact.</li> <li>• Negotiate contracts and pricing agreements, ensuring mutually beneficial terms for both the company and the client.</li> </ul>
<p><b>Strategic Planning</b></p> <ul style="list-style-type: none"> <li>• Forming digital platform specific monthly calendar and content buckets for directing the clients’ digital presence in alignment with their goals.</li> <li>• Identifying opportunities for improvement and growth and curating a plan for increasing the digital presence.</li> <li>• Stay up to date with industry best practices and market trends to ensure the company remains competitive and innovative.</li> </ul>
<p><b>Trends Analysis and Reporting</b></p> <ul style="list-style-type: none"> <li>• Tracking and staying on top of digital trends for curating content according to the trending content bucket.</li> <li>• Suggesting content ideas aligning with the brand and its offerings.</li> <li>• Utilizing moment marketing to increase reach and engagement.</li> <li>• Creating monthly and bi-monthly analytics reports analyzing the reach and engagement with the delivered content.</li> <li>• Monitor and analyze market trends and competitors to identify potential risks and opportunities.</li> <li>• Prepare and deliver presentations and proposals to clients, showcasing the value and benefits of our services.</li> </ul>
<p><b>Social Media Coverage (Event Specific)</b></p> <ul style="list-style-type: none"> <li>• Pre-buzz, during events and post events strategy for promotion.</li> <li>• On ground and digital coverage for various events.</li> <li>• Creating copy for live events.</li> </ul>
<p><b>Supervising Shoots</b></p> <ul style="list-style-type: none"> <li>• Supervising and conducting product shoots.</li> <li>• Ideating and supervising digital video content.</li> <li>• Liaising with videographers, photographers and influencers for creating digital content.</li> </ul>
<p><b>Writing copy and proofreading</b></p> <ul style="list-style-type: none"> <li>• Writing tweets and captions for various digital deliverables.</li> <li>• Proofreading and editing the copy delivered by the art team.</li> </ul>
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