

Creative Director

MyGov is the citizen engagement platform of Government of India. It is an Independent Business Division under Digital India Corporation, a Section 8 company under Ministry of Electronics & Information Technology. Details about MyGov can be seen at <https://MyGov.in>.

MyGov is looking for an experienced Creative Director to provide our creative team with guidance and ideas to launch new impressive projects. You will devise the concepts and strategies for a particular venture and will monitor its progress. You will be able to implement your creative vision and become the point of reference for any creative plan.

The goal is to achieve the best possible outcome of our projects both visually and essentially to meet Ministry's expectations and drive our sustainable growth.

You will also be required to measure the effectiveness of social media campaigns, monitor trends in social media and emerging trends/best practices and provide effective recommendations.

As with all MyGov positions, the Ideal candidate should have proven skills in out-of-box thinking and have an eye for detail.

Ultimately, you'll be required to designing campaigns around key public policy initiatives that can be used across MyGov platforms, with a special focus on those that would appeal to citizens, and will help drive citizen engagement.

You will be under probation for the first 3 months from the date of joining. It is not mandatory for MyGov to absorb you or offer you regular contract after the completion of the probation period. The period of probation can be reduced or increased by MyGov and shall be solely based upon your performance.

After successful completion of initial contract period, a regular contract will be offered.

Interested candidates may apply in this form.

Creative Director

Designation: Director

Position: 1

Qualifications & Experience

Education: MBA / Graduation in Mass Media and Communication / Masters or Bachelor's Degree in Art, Graphic Design, Digital Marketing and Communication or likewise relevant qualifications.

Experience: Min 15 Years of experience

Broad Roles and Responsibilities:

- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion
- Collaborate with other teams within MyGov to obtain knowledge and bring in synchronization to achieve the Ministry' needs
- Direct and motivate teams of art directors, designers, content writers, researchers etc. to help them use their talents effectively
- Lead brainstorming/creative sessions to generate ideas
- Write and design unique and well-crafted copy that meet Ministry's needs as well as our own
- Revise content and presentations, create/ improvise/ seek ideas, provide feedback to the team
- Train and guide subordinates into accomplished professionals
- Monitor results of team efforts and propose actions for the future

Requirements and skills

- Proven experience as a creative director or in a similar creative role
- Hand-on experience in creative process, marketing, graphic design and brand development
- Working knowledge of software such as Photoshop, Illustrator, InDesign etc.
- Proficient in creating content for social media handles
- Experience in developing concepts for advertising, designing and running campaigns
- Experience in managing large scale events
- Experience & Knowledge in production management for ensuring properly executed video production and final product will be an added advantage.
- Outstanding leadership and organization skills
- Exemplary interpersonal and analytical abilities