

Creative Duo

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Company: Media.Monks

Location: Bogotá

Category: other-general

Now, about the opportunity: In a Creative Duo role (Copywriter and Art Director), you'll be in charge of generating ideas and content for each social media channel from a strategic POV. You will work directly with our creative and strategic team to take creativity to a social landscape. This is a role where you'll partner with an entertainment, editorial and popular culture company in their marketing campaigns for LATAM. Additionally, our ideal candidates is a fast and flexible go-getter who jumps on new opportunities.

In this role you will:

Develop clear and creative content for each platform according to objectives.

Provide engaging text, image and video content for social media accounts.

Analyse reports and data to obtain insights and use them to create engaging content.

Develop content strategies, generate content pillars and social playgrounds.

Work with creative and strategic teams to develop new and creative ideas from a social POV.

Develop social media calendars for big multiplatform campaigns.

Stay up-to-date with digital technology trends.

Understanding of social platforms and trends in real time to trigger new ideas and proposals for campaigns.

Adapt global assets based on local context.

Experience you already have:

BA on advertising, arts, communication or social communication.

Proven work experience as a Copywriter or Art Designer, depending on what you apply, in social media involved accounts.

Knowledge of metrics, tools and digital reports.

Knowledge in reading media plans.

Knowledge on social platforms, audiences and organic and paid formats.

Excellent strategic thinking.

Excellent verbal communication and writing skills

Must be aware of pop culture, new series, movies, and social media conversations. ● Social Media Savvy (must have and use social networks daily).

Good English communication skills (intermediate or advance skills).

Be up to date with trends and innovative content formats.

Fluency in relation to several ECDs / HoCs / Planners / Data managers.

Competency in collaboration, empathy, responsibility, ownership, time management, commitment, flexibility, initiative.

Highly focused on detail.

Develop creative decks.

#LI-VM1

#LI-Hybrid

About Media.Monks:

Media.Monks is the purely digital operating brand of S4Capital plc that connects 8,600+ digital natives across one global team. We are united by a mission to shift industries forward and pave the path towards ambitious outcomes so our clients and our people can

realize their full potential for growth. Our unified model combines solutions in media, data, social, platforms, studio, experience, brand and technology services to help our clients continuously reinvent themselves throughout increasingly rapid cycles of disruption. Our efforts to shape culture, build innovative technologies and unlock the future of growth have earned recognition from numerous esteemed panels: we maintain a constant presence on Adweek's Fastest Growing lists (2019-22), regular recognition at Cannes Lions, inclusion in AdExchanger's Programmatic Power Players (2020-23), the title of Webby Production Company of the Year (2021-23), a record number of FWAs, and have earned a spot on Newsweek's Top 100 Global Most Loved Workplaces 2023. Together, these achievements solidify our experience in digital innovation, excellence in craft, and commitment to personal growth.

While we continue to grow our teams, please be mindful of fraudulent job postings and recruiting activities that may use our company name and information. Please be mindful to protect your personal information, especially your national identification number, and bank account information during a recruiting process. While Media.Monks may reach out to potential candidates via LinkedIn, we will always ask applicants to apply through our website () and will never ask for payment or bank account information during the recruitment process.

Disclaimer:

Responsible for resourcing and implementing security controls for your teams processes and systems

Responsible that all your personnel apply information security in accordance with the established information security policy

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