



Job Description - **Branding and Promotion Strategists Team**

of Openings : 4

The Branding and Promotion team consists of vibrant members who specialize in creation and promotion of brands in order to market our client's stories among the mass voters in their constituency.

Requirements and Responsibilities

- Ability to brand and promote anything and everything that's worth marketing in order to voice out our clients stories/messages
- Keen interests in brand strategizing and brand promotion
- Great knowledge about the use of digital and social media platforms
- Should possess the knowledge about the political ground realities in each state
- Ability to create brands that are sustainable and impactful
- Good listening, observation skills and creative thinking
- Should have great understanding about macro and micro level social, economic and political issues
- Creating brands/stories in relevance to our client's objectives and agenda
- Must have the ability to analyze the competitor's strengths, weakness and be able to prepare reports and insights about their brand/stories
- Must possess research and analysis skills
- Should work on simultaneous projects for our clients and also have good coordination with the other teams at IPSW
- Should have good content creation and content marketing knowledge
- Working closely with the IPSW's ground volunteers, constituency head managers in order to spread our client's brand awareness at the ground level

Insight Political Strategists and Workforce Private Limited (IPSW) is an equal opportunity employer. All applicants are considered without any regard to race, caste, colour, religion, gender, age, sexual orientation, marital status or any other discriminatory factors forbidden by the law.