

Designation: **Promo Producer- OAP**

Experience :3-5years

Location: **Mumbai**

Job Profile:

- Creative Direction/ Creative Thinker/ Ideator/ Creative Solution Provider
- Plan the requirements and growth for the On Air look, Feel, and perception of the Brand.
- Understand briefs generated by the project initiators namely Programming, Marketing and other LOBs
- Conceive, write, and produce promos.
- Direct talent (voice-over, Actor, music director, and other).
- Oversee inside and out-of-house audio and edit sessions.
- Select appropriate music and maintain music cue sheets.
- Oversee shoots.
- Meet promo air dates and deadlines agreed upon with the Project initiators.
- Understand and follow Channel Guideline: both Design and DNA
- Maintain On-Air Promotion database and perform other administrative duties as assigned and needed