

**Lead – Creative**

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

MyGov is looking for a Creative Lead who can support our design and video editing teams and ensure that all our creatives and video content, both online and offline, are consistent with the MyGov guidelines and goals.

An ideal candidate should have work experience in developing and implementing creative strategies that align with MyGov objectives and guidelines.

**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 a 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 the initial contract period, a regular contract will be given.**

**Please review the positions listed below and apply in the form given in this notification. MyGov is hiring experienced professionals for a Young Professional/Associate.**

**Interested candidates may apply in this form.**

**Position:** Lead – Creative

**No. of Position(s):** 1

**Qualification:** Post Graduate

**Years of Experience:** 10+ years of experience

### **Roles & Responsibilities**

- Manage a team of designers and video editors, providing mentorship, guidance, and support to ensure the delivery of high-quality creative content.
- Familiarity with government work, policies, and achievement, with a proven track record of effectively communicating them to the larger public.
- Develop and implement creative strategies that align with MyGov objectives and guidelines.
- Collaborate with other departments to ensure consistency in messaging and design across various platforms and channels.
- Oversee that the content and creatives are in line with principles of SEO.
- Stay current on industry trends, emerging technologies, and design tools to continuously improve the creative team's skillset and capabilities.
- Review and approve all creative materials before they are published or released to ensure brand consistency and quality standards are maintained.
- Establish and monitor key performance indicators (KPIs) to evaluate the effectiveness of creative campaigns and projects.
- Foster a collaborative and creative work environment that encourages innovation and continuous improvement.
- Develop and maintain relationships with external vendors, freelancers, and creative partners as needed.
- Manage and allocate resources, including personnel, to ensure the efficient and effective operation of the creative team.
- Understanding of new social media platforms and their potential for creative content distribution, with the ability to adapt and optimize content for various channels and target audiences.

### **Requirements**

- Work Location: Delhi.

How to apply <https://forms.gle/Pxw4yKZckikejSRb8>