AD
FILM DIRECTOR

Job Ref. No: #JDMPR2609

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Ad Film Director
- **Job Type** : Full Time
- **Industry** : Media/ Entertainment industry
- **Department** : Entertainment
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring a talented and visionary **Commercial Ad Film Director** in South Africa to join our dynamic team. Moris Media, we pride ourselves on creating compelling commercial digital advertisements **moCal** and for our clients, which include some of the world's most iconic brands like **Nestlé, Coca-Cola, Pepsi, Cadbury, Honda, Jaguar, L'Oréal, etc.** Through our house brand, we craft innovative and engaging ad films that resonate with diverse audiences and drive brand visibility and growth.

As the **Ad Film Director**, you will be at the forefront of our creative endeavors, responsible for conceptualizing, directing, and producing ad films that align with the marketing and sales strategies of our clients. Your role will involve a deep understanding of market conditions, industry trends, and business operations, enabling you to craft narratives that not only captivate but also effectively communicate the brand's message.

Your day-to-day duties will include working closely with the marketing director to plan and execute marketing campaigns that generate new revenue streams and promote business growth. You will be responsible for developing and directing ad concepts that meet the unique needs of each client, ensuring that every campaign is both visually stunning and strategically sound.

The role requires proficiency in **English, Hinglish, and Hindi/Urdu,** as you will need to craft and deliver narratives that appeal to a wide range of audiences across different linguistic and cultural backgrounds. Your ability to work in these languages will be crucial in creating content that resonates with diverse consumer groups.

We are looking for an experienced director who not only possesses technical knowledge in short content direction but also has the creative vision and strategic acumen to drive Moris Media's growth. The ideal candidate will have a strong entrepreneurial mindset, excellent leadership skills, and a deep understanding of the advertising landscape. You will be expected to stay abreast of the latest trends and market conditions, providing strategic advice to upper management, and contributing to the development of innovative marketing strategies.

The goal of this position is to promote and expand Moris Media's commercial activity, driving revenues and ensuring sustainable growth. If you are a creative strategist with a passion for storytelling and a proven track record in directing commercial ad films, we encourage you to apply and become a part of our exciting journey.

Primary Responsibilities

Primary Roles and Responsibilities for Ad Film Director at Moris Media:

- Conceptualize and develop innovative ad film ideas that align with clients' marketing and sales strategies.
- Direct and oversee the entire production process of commercial ad films, ensuring high-quality outputs.
- Collaborate closely with the marketing director to plan and execute campaigns that generate new revenue streams.
- Analyze market conditions and industry trends to create ad content that resonates with target audiences.
- Craft and deliver compelling narratives in English, Hinglish, and Hindi/Urdu to appeal to diverse consumer groups.

- Ensure that all ad films effectively communicate the brand's message and meet client objectives.
- Lead creative brainstorming sessions with the team to develop unique ad concepts for top global brands.
- Manage the technical aspects of short content direction, including cinematography, editing, and sound design.
- Provide strategic advice to upper management on advertising trends and market conditions.
- Maintain strong relationships with clients, ensuring their needs are met throughout the production process.
- Oversee the budgeting and scheduling of ad film projects, ensuring timely and cost-effective delivery.
- Monitor and evaluate the performance of ad films, using key metrics to assess effectiveness.
- Drive the creative vision of Moris Media's house brand, ensuring consistency across all ad campaigns.
- Stay updated with the latest advancements in film production technology and incorporate them into projects.
- Mentor and guide junior members of the creative team, fostering a collaborative and innovative work environment.

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Required Skills

Primary Skills and Experience Required for Ad Film Director at Moris Media:

- 2-5 years of proven experience in directing commercial ad films.
- Strong creative vision with the ability to conceptualize and execute engaging ad content.
- Excellent communication skills, both verbal and written, with proficiency in English, Hinglish, and Hindi/Urdu.
- Technical expertise in short content direction, including cinematography, editing, and sound design.
- Deep understanding of market conditions, industry trends, and business operations.
- Ability to craft compelling narratives that resonate with diverse audiences across different linguistic and cultural backgrounds.
- Strong leadership and team management skills, with the ability to inspire and guide a creative team.
- Entrepreneurial mindset with a strategic approach to problem-solving and decision-making.
- Flexibility and willingness to travel as needed for various ad film projects.
- Proven ability to work under tight deadlines and manage multiple projects simultaneously.
- Strong organizational skills, with attention to detail and the ability to oversee the entire production process.
- Experience in working with top global brands and understanding their unique marketing and branding needs.
- Ability to provide strategic insights and advice to upper management based on current advertising trends.
- Adaptability to the latest advancements in film production technology.
- High level of professionalism, with a strong work ethic and dedication to achieving outstanding results.

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Qualifications & Experience

Qualifications Required for Ad Film Director at Moris Media:

- **Educational Qualification:** A Bachelor's degree in Film Production, Media Studies, Advertising, or a related field is preferred. Advanced degrees or certifications in film direction or media production are an added advantage.
- **Experience:** 2-5 years of hands-on experience in directing commercial ad films, particularly for top global brands. Proven experience in short content direction and technical aspects of film production.
- **Language Proficiency:** Strong command of English, Hinglish, and Hindi/Urdu, with the ability to craft and deliver compelling narratives across these languages.
- **Technical Specifications:** The ideal candidate must have access to the following:
    - A high-performance laptop or desktop with robust processing power and ample memory to handle complex tasks.
    - A high-speed broadband internet connection to ensure seamless online collaboration, resource access, and file transfers.
    - A dedicated virtual or physical workstation that promotes productivity and is free from distractions.
- **Personality Traits:** A creative and communicative personality with strong leadership skills, strategic thinking, and an entrepreneurial mindset.
- **Travel Requirements:** Open to travel as needed for various ad film projects, both domestically and internationally.
- **Salary:** Moris Media offers a competitive salary and benefits package, commensurate with experience, skills, and personality. Salary discussions will be tailored to the candidate's qualifications and contributions.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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