SCRIPT WRITER

Job Ref. No: #JDMPR2569

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Script Writer
- **Job Type** : Full Time
- **Industry** : Media/ Entertainment industry
- **Department** : Film Production
- **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

- **Company:** Moris Media
- **Location:** Remotely For Now
- **Position:** Scriptwriter for Advertising and Film
- **Type:** Full-time
- **Experience Level:** Mid-level to Senior
- **Reports to:** Creative Director

Moris Media is currently hiring a talented and imaginative **Scriptwriter** for a Script Writer position in **South Africa.** The ideal candidate will have a strong background in advertising and film, with a flair for developing unique and engaging concepts. They will have a particular focus on digital advertising, corporate films, and short-form content for OTT platforms. This role requires a deep understanding of the target audience, especially the younger demographic, and an ability to craft compelling dialogue and visual narratives. The Scriptwriter will work closely with our creative team to produce high-quality scripts that align with the brand's vision and messaging.

An ad film, often referred to as a commercial or TV commercial, is a concise, visually compelling, and persuasive video advertisement designed to promote a product, service, or brand. These short films, typically ranging from a few seconds to a couple of minutes in length, are a cornerstone of modern advertising and marketing. The primary objective of an ad film is to capture the viewer’s attention, convey a clear and persuasive message, and create a lasting impression that drives consumer action. Ad films are a critical component of advertising campaigns and are employed across various media platforms, including television, cinema, and digital channels, to reach and engage diverse target audiences.

The significance of ad films in the realm of advertising and marketing cannot be overstated. These short videos offer numerous advantages, including the ability to reach a wide and diverse audience, build brand awareness and recognition, engage viewers with powerful visual and auditory elements, boost sales and revenue, refine messaging through the constraints of brevity, and unleash creativity and innovation. Ad films excel in reaching a broad audience, and they can be tailored to specific demographics, making them an efficient means of conveying messages to a large and varied public.

Through their captivating narratives and visually appealing content, ad films play a pivotal role in creating and enhancing brand awareness and recognition, ensuring that consumers remember and identify the product or service in question. Furthermore, ad films have the capacity to evoke emotions and leave a lasting impression, making them more memorable than text-based advertisements. The persuasive nature of ad films extends to their ability to drive sales and increase revenue by effectively communicating the value and benefits of the product or service. Creating ad films requires a profound exercise in effective communication, as condensing a message into a short timeframe demands precision in messaging, making it more impactful and memorable. Lastly, ad films offer a platform for boundless creativity and innovation, as marketers and filmmakers continually push the boundaries to craft captivating and memorable advertisements that stand out in a crowded advertising landscape.

Key characteristics of ad films include their narrative structure, visual appeal, use of sound and music, concise duration, and the necessity for a clear and compelling message. Effective storytelling is a fundamental element, as ad

films often incorporate a compelling narrative to engage viewers emotionally and intellectually. Visual elements such as cinematography, animation, graphics, and special effects are meticulously crafted to capture the audience's attention and create a visually stimulating experience. Sound design, including music and sound effects, sets the tone, conveys emotion, and enhances the overall impact of the advertisement. Ad films are brief by design, ensuring they maintain the viewer's attention in a fast-paced media landscape. Furthermore, they must effectively and concisely communicate the benefits, features, or brand identity of the product or service being promoted, emphasizing clarity in messaging.

Ad films represent a dynamic and vital component of the modern advertising landscape. They leverage storytelling, visuals, sound, and brevity to engage and persuade audiences, while also serving as a potent tool for building brand awareness, driving sales, and effectively communicating messages. Ad films are the result of a collaborative effort involving creative professionals that is continually evolving to meet the demands of a changing media and consumer landscape.

Primary Responsibilities

- Develop creative and engaging concepts for digital advertising, corporate films, and short-form content for OTT platforms, aligning with client and brand objectives.
- Craft compelling dialogues and visual narratives that resonate with diverse target audiences, with a particular emphasis on engaging the younger demographic.
- Collaborate with creative directors, marketing teams, and clients to ensure the alignment of scripts with brand vision and messaging strategies.
- Write, edit, and refine scripts for various formats, including ad films, TV commercials, web series, and corporate videos, ensuring clarity and brevity.
- Research and analyze market trends, audience preferences, and cultural nuances to create relevant and impactful content.
- Develop strong characters and plotlines that enhance storytelling and effectively communicate the desired message.
- Utilize sound design, music, and visual elements to enhance the emotional and persuasive impact of scripts.
- Ensure scripts are technically feasible, working closely with production teams to discuss practical aspects such as set design and special effects.
- Participate in brainstorming sessions and creative discussions, contributing innovative ideas and solutions to enhance project outcomes.
- Revise and adapt scripts based on feedback from clients, directors, and internal teams, maintaining flexibility and responsiveness.
- Maintain organized records of all script drafts, research materials, and project-related documents for easy reference and continuity.
- Stay updated on emerging industry trends, technologies, and competitive landscapes to inform and inspire script development.
- Collaborate with directors and producers to ensure the smooth execution of scripts, from pre-production to final output.
- Ensure all content adheres to ethical standards, cultural sensitivities, and legal requirements, maintaining the

integrity of the brand and message.
- Contribute to the overall creative strategy of Moris Media by participating in workshops, training, and professional development opportunities, enhancing the collective expertise of the team.

Required Skills

- 2-5 years of professional experience in scriptwriting, particularly in advertising, film, or digital media.
- Proven ability to develop engaging and original concepts for digital advertising, corporate films, and short-form content.
- Strong creative thinking skills with a keen sense of storytelling and narrative structure.
- Exceptional communication skills, both written and verbal, with the ability to convey complex ideas clearly and persuasively.
- Ability to write in diverse styles and tones, adaptable to different brand voices and target audiences.
- Proficiency in using scriptwriting software, such as Final Draft or Celtx, with a good understanding of industry-standard formats.
- Strong visualization skills to effectively conceptualize and describe visual elements.
- Comfortable working in a collaborative environment, with excellent interpersonal skills for engaging with creative teams and clients.
- Open to receiving and incorporating feedback, with a flexible and adaptable approach to script revisions.
- Strong research skills, with the ability to analyze market trends, audience preferences, and cultural nuances.
- Attention to detail and the ability to meet tight deadlines in a fast-paced environment.
- Willingness and ability to travel as required for project needs.
- Familiarity with the technical aspects of production, including set design, special effects, and sound design.
- A strong portfolio showcasing previous work in advertising, film, or digital media, with a focus on impactful and creative scripts.
- Passion for staying updated on industry trends, emerging technologies, and new storytelling techniques.

Qualifications & Experience

Qualifications Required:

- A Bachelor's degree in Creative Writing, Film Studies, Journalism, Communications, or a related field. A Master's degree is a plus.
- 2-5 years of professional experience in scriptwriting, particularly in advertising, film, or digital media.
- Proven experience in developing compelling narratives and engaging scripts for various formats, including digital advertising, corporate films, and OTT platforms.

Open for Travel if Required:

- The candidate must be willing and able to travel as needed for project requirements, meetings, and on-site work.

Technical Specifications:

- **High-performance Laptop or Desktop:** A powerful computer with sufficient processing power and memory to handle demanding tasks, scriptwriting software, and multimedia editing tools.
- **High-speed Broadband Internet Connection:** A reliable and fast internet connection for seamless online collaboration, access to digital resources, and efficient file transfers.
- **Virtual Workstation:** A dedicated and organized workspace, whether physical or virtual, that facilitates a focused and productive work environment free from distractions.

Salary:

- Moris Media offers a competitive salary and benefits package, with compensation commensurate with the candidate's experience, skills, and qualifications. We are committed to fair and transparent compensation practices and are open to discussing salary details upon shortlisting candidates for the position.

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.

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