

Traffic Lead

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Company: Careem

Location: Karachi Division

Category: other-general

Careem is building the Everything App for the greater Middle East, making it easier than ever to move around, order food and groceries, manage payments, and more. Careem is led by a powerful purpose to simplify and improve the lives of people and build an awesome organisation that inspires. Since 2012, Careem has created earnings for over 2.5 million Captains, simplified the lives of over 50 million customers, and built a platform for the region's best talent to thrive and for entrepreneurs to scale their businesses. Careem operates in over 70 cities across 10 countries, from Morocco to Pakistan.

About the teamThe Creative Studio sits at the heart of the Careem marketing team - one collective of the region's most exciting talent, capable of producing work for every brief and channel imaginable. This in-house agency serves the business across the most exciting product launches, brand initiatives, and key campaigns, with the ambition to create work that matches our awesome service, and stand apart with awesome campaigns that inspire. The Studio operates in a way to get the best from and for our talent, with the freedom to work on pro-active briefs across all of our services, and tailor made technical training for each person, to propel their creative growth.

About the roleAs a Traffic Executive, the candidate should have the ability to work in a fast-paced environment and be able to manage multiple project deliverables at once. It's key to have great people management, communication skills and strong resourcing skills. The Traffic Executive will need to have project management abilities to take full ownership of projects and be able to manage the creative process from start to finish, across all marketing briefs. The ideal candidate is a team player, who works well with people within the Creative Studio, as well as Marketing leaders across all Careem verticals. It's important to be

able to manage different stakeholders, and be able to manage expectations by keeping all parties informed and aligned on project updates and priorities. They will work closely with multiple departments including business verticals, functions and markets, supporting with Creative Studio resources. Traffic Executive will be supporting the Traffic Manager in empowering the Creative Studio team in becoming a vital support function to Careem, across all verticals.

Key Responsibilities

- Leading and coordinating briefs from initial stages through to launch
- Reporting on project status, workloads and timelines
- Providing timely communication between marketing and Creative Studio
- Managing daily schedules of the Creative Studio team
- Building positive relationships with marketing leads and key departments
- Overseeing project resources and assisting with managing priorities
- Scheduling briefing sessions, project update meetings and internal reviews
- Tracking of studio capacity, brief allocation and studio hours

Requirements

- 3-5 years of experience in traffic or project management
- Strong team player and collaborator
- Organized with great attention to detail
- Proficient in spoken and written Arabic is a plus
- Strong communication skills, both written and verbal
- Project and account management experience
- Ability to brief, manage and follow up on projects with Creative Studio team
- Familiar with project management tools such as Asana
- Budget management within projects and tracking of time cards

What we'll provide you

We offer colleagues the opportunity to drive impact in the region while they learn and grow. As a full time Careem colleague, you will be able to:

- Work and learn from great minds by joining a community of inspiring colleagues.
- Put your passion to work in a purposeful organisation dedicated to creating impact in a region with a lot of untapped potential.
- Explore new opportunities to learn and grow every day.
- Work 4 days a week in office & 1 day from home, and remotely from any country in the world for 30 days a year with unlimited vacation days per year.
- Access to healthcare benefits and fitness reimbursements for health activities including gym, health club, and training classes.

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