

Copywriter

A Copywriter at Design At Work is a team member that provides copywriting for all client marketing materials, including, but not limited to, branding campaigns, sales collateral, advertisements, email marketing content, blogs and social media content.

Responsibilities:

- Write, edit, proofread and revise marketing copy for both B2B and B2C clients
- Synthesize complicated information and translate it into a compelling and easy-to-understand narrative
- Research and gain knowledge related to the client's business, industry and competitors
- Develop creative, clear and knowledgeable content to market a client's business and set them apart from their competitors
- Correspond directly with client or client partners/employees/vendors regarding all text-related items (e.g., interviews, ad copy, social media posts, blogs, website content, email marketing, public relations items or any other project collateral)
- Attend client meetings to engage, take notes and contribute
- Write and maintain necessary SEO content, including keywords, keyword phrases, meta descriptions, title tags and more, to aid in client's organic website SEO goals (this can be taught if a candidate does not have experience)
- Actively collaborate with Account Director, Graphic Designers and/or Web Developers to create the best product for the client
- Work alongside Account Director in managing client needs and expectations through quick responses, follow-ups and project status updates
- Learn and grow in an ever-changing environment and industry

Candidate Qualities:

- Able to multi-task and work in a very fast-paced environment
- Self-motivated, detail-oriented and organized
- Outgoing, positive and can work comfortably on an independent level, but can still collaborate with team members to create consistent client messaging
- Able to efficiently manage individual work schedule and time demands of multiple, simultaneous projects while effectively and consistently meeting deadlines set by Account Director
- Open to taking direction from an Account Director with clients' needs in mind
- Agency experience a plus

Qualifications:

- Bachelor's degree in English or Journalism preferred
- 5+ years of experience as a copywriter or comparable position
- Exceptional writing skills with a solid understanding of English writing and marketing principles
- Computer proficiency with Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Experience writing in AP Style a plus