

Job Summary:

(Briefly describe in broad terms, what the position was created to accomplish)

We are looking for a Copywriter with the ability to concept, write, and edit advertising and marketing communications, both alone or partnered with an Art Director. We want someone who sees in-the-box thinking as off-limits. Someone who makes it their mission to find human relevance in all things. Someone who can craft words to speak to any audience, in any media.

Produces bold, strategic, persuasive messages in all executions for Agency clients. Writes advertising copy from conception to completion for print, broadcast and online media to promote the sale of goods and services.

Accountabilities:

(Duties which must be performed by anyone that is assigned to this position)

- Remarkable leadership in bringing to life the concept, design, and execution of groundbreaking visual solutions for integrated, cross-channel initiatives – including large Web initiatives, online advertising & digital marketing.
- Admirable management and mentorship – together with the Creative Director/Associate Creative Director, you'll evaluate copywriters and associates and inspire them to produce work even better than they thought possible
- A masterful ability to leverage and optimize relevant resources and ensure that projects stay on task & on brief
- A keen understanding of the needs, motivations and aspirations of your audiences, so that you can speak to them in the most effective, compelling, engaging way possible
- Collaborate with senior art personnel to ensure creation of consistent on strategies and original advertising.
- Detects vital disconnects and informs senior creative personnel prior to beginning copy.
- Delivers presentations to senior creative and/or account personnel.
- Maintains communication with senior art personnel concerning status of jobs.
- Creates and completes projects on time and within budget constraints.

Education and/or Experience:

- Six or more years of related work experience and/or training or equivalent combination of education and experience required.
- Writing experience in all forms of media required.

Knowledge and Skills:

- Significant experience in professional, agency-based copywriting
- A strong record in creating immaculate copy that stands out from the crowd
- The ability to plan and strategize high-profile projects
- A persuasive and confident approach to creativity
- Excellent communication skills
- Effective team management capabilities
- A keen attention to detail and timescales
- Familiarity with creative processes and techniques – especially including digital media
- Confidence in building a rapport with clients and nurturing good working relationships

This job description in no way states or implies that these are the only duties to be performed by an employee. He/She will be required to follow any other instructions and to perform any other duties requested by his/her supervisor.