

## **Marketing Copywriter**

**Position summary:** Write copy for all company marketing and advertising collateral, including website content, newsletters and print, video, e-mail and online advertising creative. In collaboration with the Marketing Department and our design team you will ensure there is a consistent voice and style throughout all marketing communications.

### **Duties and responsibilities:**

- Create and maintain accurate, consistent and original messages and content on the company's websites
- Produce copy for dozens of different types of marketing materials, including newsletters, press releases, brochures, and web content
- Write compelling and targeted social media postings and articles
- Proofread copy and review page layouts for graphic design and video production teams
- Develop and edit content and messaging for online, marketing collateral, and e-mail campaign programs
- Work with the design team to write and produce event specific material

### **Competencies:**

- A Degree in advertising, public relations, communications, journalism or related field
- Website experience and a deep understanding of technology and online communication
- Deep social media skills and the uncanny ability to gather followers and create viral media
- Print production knowledge and the ability to work closely with design specialists
- 2+ years of professional writing experience. 2-4 years of online content creation experience
- Great multi-tasking skills and the ability to juggle multiple projects
- The skill to integrate feedback from multiple stakeholders and work closely with the Marketing Manager.
- A curious mind... a willingness to try new things to achieve project goals
- A motivated, detail-oriented, creative and independent... yet team-minded personality