

JOB DESCRIPTION

COPYWRITER & CONTENT MARKETER

Under the direction and supervision of the Creative Workgroup Team Leader, the Copywriter & Content Marketer is accountable for supporting all job responsibilities outlined in the Creative Workgroup and their Secondary Workgroups to deliver all outcomes outlined in the agency's growth plan.

CREATIVE WORKGROUP FUNCTIONS

- // Creative Strategy & Execution
- // Branding
- // Graphic Design
- // Copywriting
- // Content Strategy
- // Video & Audio
- // Photography
- // 3D Tours
- // Font, Stock Photography & Asset Management
- // Print & Vendor Management
- // Other Creative Platforms

OUR BRAND STANDARDS

- // Embody the agency's core values
- // Foster a positive and productive workplace
- // Achieve agency and client quality standards
- // Contribute to the agency's growth plan

STRATEGY & VISION

- // Support in identifying and aligning Workgroup strategic goals with the agency's strategic goals
- // Carry out execution plan to ensure Workgroup strategic goals and growth expectations are met
- // Collaborate with other Workgroups to ensure agency's growth expectations are met
- // Research and analyze industry, market, and competitors to make proactive and informed decisions
- // Meet goals associated with revenue and expenses to achieve Workgroup financial expectations



- // Execute and provide feedback on implementation methods designed to streamline operations, maximize profitability, and increase customer satisfaction
- // Assist in evaluation of new technology selections and following implementation processes
- // Follow the outlined Workgroup practices to ensure current laws, licensing agreements, and ethical best practices are met

CLIENT RELATIONS & NEW BUSINESS

- // Build and enhance client relationships
- // Represent the agency or its clients at industry, community, and client functions
- // Practice effective prospecting and relationship development
- // Present, sell, and defend agency work/proposals to prospects and clients
- // Participate in new business proposals and presentations
- // Participate in the strategy and execution of agency marketing and sales plans
- // Provide feedback on new agency service offerings, pricing, and promotional strategies

PRODUCTION

All employees are responsible for active contribution to their direct and indirect Workgroup functions. As a contributor to your Workgroup, you are expected to generate billable services that align with your skill set and experience including:

PRIMARY WORKGROUP FUNCTIONS

- // **Branding** / Development of brand names and taglines, marketing concepts, creation of brand key messaging, development of brand standards, voice and tone
- // **Content Strategy** / Content planning to align with vision, strategy and goals; Continuous oversight to ensure content stays fresh, engaging, and relevant to changing needs
- // **Copywriting** / Copy production across all channels to ensure vision, strategy and consistency with brand voice and key messages including:
 - // Campaigns and concepts for digital, print, broadcast, and other forms of promotion
 - // Copy and concepts that serve the purpose of promoting the client's brand image and/or selling their product or service
 - // Development of copy for creative product from inception through completion to ensure a high level of quality through approval of design
 - // Contribute to the creation of proposals, marketing plans, agency blogs, and other materials
- // **Video & Audio** / Storyboarding and script writing for TV, video, digital animation, and radio
- // **Other Creative Platforms**

SECONDARY WORKGROUP FUNCTIONS

- // **Client Strategy & Execution** / Research, strategic planning, target market development, tactic recommendations, presentation and meeting support



- // **Project Management & Scheduling** / Project management software use, continuous process improvement and training; scheduling and bandwidth controls, timeline and deadline management
- // **Proofing & Editing** / Quality assurance, proofing and editing processes at the draft and final stages of each project, adherence to style guidelines and brand standards
- // **Social Media** / Organic posting and content creation for channels, community moderation and
- // **Email Marketing** / Content creation for email and newsletter platforms
- // **Search Engine Optimization** / On- and off-site SEO strategies, optimization, and continuous improvement

REQUIREMENTS

- // 3-5 years applicable industry experience preferred
- // Associate's or bachelor's degree preferred, but not necessary
- // Demonstrated experience across all Copywriter & Content Marketing functions
- // Ability to contribute in agency sales and marketing activities
- // Strategic marketing experience and agency experience desired

NECESSARY TRAITS FOR THE POSITION:

- // Demonstrates an understanding of the synergy of design and copywriting
- // Possesses effective visual, oral and written communication skills
- // Demonstrates the ability to work independently and meet deadlines
- // Possesses integrity, passion, and enthusiasm for your work
- // Passion to help grow the the agency, it's client's businesses, and your skillset
- // Ability to operate successfully through periods of ambiguity and change
- // Ability to prioritize projects, pay excellent attention to detail, and multi-task

