

Copywriter

The ideal candidate has exceptional writing and communication skills, knowledge of AP Style and the ability to communicate from the client's voice. Qualified applicants may have demonstrated experience, or a bachelor's degree in public relations, marketing, communications or related field. This position will report to the digital strategist and assist with drafting content for organic social media, digital advertising, video scripts, digital and printed collateral including blogs, newsletters, web copy and more.

Job responsibilities may include but are not limited to:

- Support agency account teams.
- Develop content for multiple clients across a wide variety of platforms.
- Analyze analytics and produce content that responds to the data.
- Assist with brainstorming to develop new client campaigns.
- Monitor trends in the public relations and digital landscape.
- Monitor client's social media feeds and respond or provide recommended responses to comments/messages.

Preferred Qualifications:

- Ability to multitask and meet deadlines.
- Familiarity with Facebook, LinkedIn, Twitter and Instagram platforms and creating content for these platforms (TikTok is a plus!).
- Must have clear understanding of marketing.
- Must have strong organizational skills, be detail oriented and an overall understanding of the consumer buying process.
- Exceptional writing and communication skills.
- Familiarity with SEO and keywords.
- Familiarity with Facebook Ads and/or other paid digital marketing platforms a plus.
- Portfolio with examples of slogans, campaign materials or branding concepts a plus.

This job is open until filled and won't be filled until the right candidate is identified.