ADVERTISING COPYWRITER

Job Description:

**Advertising Copywriter** work with other creative staff in creating and producing written elements of advertising campaigns. Copywriters are responsible for the linguistic content of adverts. They work across a range of media and formats, interpreting account briefs to compose advertorial content such as slogans, catchphrases, tweets and scripts for tv and/or radio adverts. Copywriters produce error-free content and have the skills and attention-to-detail to edit their own work.

Job Responsibilities:

* interpreting account briefs
* researching clients, their competitors and the target audience
* producing original, clear and credible ideas/messages/scripts, and presenting these to clients and colleagues
* monitoring campaign effectiveness
* liaising with clients and colleagues, and meeting project teams to consider advertising requirements
* updating and amending campaigns according to feedback
* supervising junior staff
* writing reports.
* Write high-engagement social media content that reflects our brand's voice
* Collaborate with Marketing, PR and Customer Experience to develop a variety of content marketing materials
* Produce error-free content that adheres to the company's style guidelines
* Interpret creative direction and adapt points from creative briefs into persuasive copy concepts
* Simultaneously manage multiple projects with short deadlines
* Propose copy concepts and present underlying strategic thinking to business leaders
* Proofread and correct writing errors
* Produce and approve error free content

Job Qualifications:

* Bachelors in business, marketing, media studies or related field
* Masters in business, marketing, media studies or related field preferred
* Experience as an advertising copywriter

Opportunities as an advertising copywriter are available for applicants without experience in which more than one advertising copywriter is needed in an area such that an experienced advertising copywriter will be present to mentor.

Job Skills Required:

* Possessing confidence and good interpersonal skills
* Team working abilities
* Presentation and verbal communication skills
* Commercial awareness
* Creativity
* Exceptional skills with the nuances of social media writing, including the use of hashtags, emojis and acronyms
* Bachelor's degree or equivalent experience in marketing or communications
* Demonstrated success in managing a business social media presence
* Experience in producing copy for digital, print and broadcast channels
* Strong problem solving abilities
* The ability to cope with pressure
* Social media awareness
* have strong presentation skills
* have good business skills
* have good written and spoken communication skills
* be able to work well as part of a team, with a range of people
* have a good memory for facts and figures
* proficiency and be detail oriented in proofreading
* have computer skills
* Understanding of SEO concepts