

MARKETING COPYWRITER

JOB DESCRIPTION #1803

JOB SUMMARY

Do you have a way with words? We're searching for a full-time in-house marketing copywriter to collaborate with our content team and clients on the research, strategy, creation, and maintenance of marketing content for blogs, email campaigns, websites, digital ads, social media verbiage, television scripts, and more.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Collaborates with clients, team members, partners, and vendors to create and maintain marketing content for all applicable channels.
- Crafts content infused with SEO language to increase client online presence and brand awareness.
- Participates in weekly internal team meetings and monthly client meetings with creative input and ideas.
- Creates social media content and publishes on social platforms (Facebook, Twitter, Instagram, Pinterest, etc.) on behalf of clients.
- Conducts content marketing research and contributes to client account strategies based on market trends.
- Generates monthly SEO reports for clients.
- Produces minimal graphic design work using Adobe Creative Suite for various campaigns and digital ads.
- Other duties may be assigned.

TECHNICAL REQUIREMENTS

- Knowledge of marketing copywriting and social media copywriting.
- Competence with Microsoft Word and Excel.
- Basic knowledge of content marketing principles.
- Basic knowledge of search engine optimization copywriting.
- Basic graphic design skills utilizing Adobe Creative Suite.
- Experience with Sprout Social is a plus.
- Experience with SEMrush is a plus.
- Experience with Campaign Monitor is a plus.
- Experience with Facebook Business Manager is a plus.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required.

EDUCATION & EXPERIENCE

Four-year college or university program certificate; or two to four years related experience and/or training; or equivalent combination of education and experience.

LANGUAGE SKILLS

Ability to read, analyze, and interpret general business information, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

REASONING ABILITY

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to finger, handle, or feel. The employee is occasionally required to stand, walk, and reach with hands and arms. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

WORK ENVIRONMENT

The noise level in the work environment is moderate due to the open and proximate nature of team members. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.