

JOB PROFILE FORM

Copywriter

HIRING PROFILE

Job Responsibilities

Describe the job role and the day to day tasks involved.

- Write clear, attractive copy with a distinct idea
- Monitor digital marketing trends to enhance content writing strategies
- Schedule and publish blog posts
- Interpret copywriting briefs to understand project requirements
- Collaborate with designers, PR and other professionals on large- and small-scale marketing projects
- Conduct high-quality research
- Edit and proofread copy as needed
- Source images and other content
- Ability to convey proper writing tone and style according to industry and market need
- Generate creative ideas to establish innovative campaigns
- Ability to write for different platforms, including but not limited to, mobile apps and websites campaigns, emails, news releases, and blogs.

Qualifications

Describe the qualifications the staff must have in terms of skills and capabilities

- 3 years of writing experience as a copywriter or related role
- Excellent editing skills
- Experience in writing articles and/or blog writing
- Meticulous with extreme attention to detail
- Highly self-motivated, independent and well organized
- Able to work under pressure and manage workloads effectively
- Good verbal communication skills and able to work with an open communication style
- Working knowledge of Microsoft Office and Google Apps.