

Copywriter

Reports to Creative Director

Roles and Responsibilities

The primary function of a copywriter is to create engaging content that is disseminated across various channels to communicate ideas that can inspire, inform or influence a specific target(s) to engage with a product or service. In addition to the primary function, there are several other areas of responsibility that a copywriter needs to be comfortable with.

- Conceptual thinker: Ability to develop strategically sound, relevant and impactful ideas based on a well-executed creative brief.
- Writer: Ability to take a concept and breathe life into it through a well-thought-out and contemporary writing plan.
- Strong presenter: Ability to present both concept and written word to peers and clients alike – using both strategic and copy rationale to convey the idea.
- Collaborator: Ability to work closely with all members of the creative, account, media and all other agency team members in order to develop the best possible creative solutions in the most efficient manner possible.
- Relevant curator: Ability to understand and speak in an educated way about current trends and technologies. Have an understanding of what's new, on-trend and relevant in our world and how it might be applied to our clients work.
- Entrepreneur: Ability to provide insight into the time, costs and resources it will take to develop a specific project. Be mindful of budgets, resources and delegate when necessary. Ability to manage multiple projects at the same time, while maintaining open lines of communication for when a project may be delayed or over budget.
- Mentor: Ability to provide thoughtful direction and advice to more inexperienced or junior writers while not taking over ownership.
- Inspiration: Ability to find the positive in all the work we do. Approach each project with the same attention to detail and craftsmanship in order to deliver best-in-class creative solutions. Be a positive force for the team and the agency.