

# SAMPLE COPYWRITER JOB DESCRIPTION

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## JOB SUMMARY

We are looking for new, energetic and experienced writing talent to join **[Company]**. We have a fast-paced work environment where individuals are recognized and rewarded for their contribution.

For the Marketing Copywriter at **[Company]**, the story is king! Everything we do revolves around our story. Your job is to work closely with the marketing strategist to tell our story creatively, technically, and most importantly, effectively, using marketing best practices.

Responsibilities for this position include brainstorming, sourcing, executing, and transforming ideas into written and spoken content for blogs, marketing campaigns and website content – along with whatever else we may need to position our brand and generate lead results.

## PRIMARY RESPONSIBILITIES

- Organize and write compelling content for our blogs, emails, whitepapers, website content, and eBooks using marketing and company best practices
- Write persuasive copy for core content and campaigns to generate qualified leads
- Research and understand the technology behind our solutions and services
- Determine what makes technology services appealing to target businesses
- Develop unique concepts and story ideas
- Conceive, develop and produce effective marketing email campaigns
- Incorporate SEO optimization principles for client content
- Revise, edit, and proofread content for message, grammar and spelling
- Work within tight deadlines and meet production schedules
- Adjust campaigns to change effectiveness and meet monthly lead quotas
- Collaborate with various team members to complete projects on time

## DESIRED SKILLS AND EXPERIENCE

- Business-to-Business marketing experience in copywriting
- Excellent verbal and written communications skills
- A team player comfortable in a fast-paced, deadline-driven environment
- Good research and development skills
- Time management skills

## BENEFITS

- To be determined by **[Company]**

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