

Copywriter Job Description template

Copywriter Job Description Template/Brief

We are looking for a creative Copywriter to join our team and craft compelling copy for various mediums such as advertisements, brochures, websites, and social media. The Copywriter will be responsible for creating clear and concise copy that resonates with our target audience, communicates our brand message, and drives action. An ideal candidate should have an excellent grasp of language, a flair for storytelling, and the ability to tailor their writing to suit different tones and styles.

Copywriter Job Profile

A Copywriter is responsible for producing engaging, clear text for different advertising channels such as websites, print ads, and catalogs. Their role includes researching keywords, producing interesting written content, and ensuring that their texts are optimized for specific audiences.

Reports To

The Copywriter usually reports to the Creative Director or Head of Marketing.

Copywriter Responsibilities

- Write clear, attractive copy with a distinct voice.
- Interpret copywriting briefs to understand project requirements.
- Collaborate with designers, PR, and other professionals on large- and small-scale marketing projects (e.g., email campaigns and landing pages).
- Conduct high-quality research and interviews.
- Edit and proofread copy as needed.
- Use SEO principles to maximize copy's reach.
- Source images and other content.
- Develop and maintain a clear and consistent brand voice.

Copywriter Requirements & Skills

- Proven experience as a copywriter or related role.
- Knowledge of online content strategy and creation.
- Excellent writing, editing, and proofreading skills.
- Experience with SEO.
- Strong research skills.
- Creativity.
- Collaborative spirit.
- Excellent time-management and organizational skills.