

JOB DESCRIPTION

Copy & Content - Copywriter

Key requirements

- 0-2 years of full-time copywriting experience at a digital/integrated marketing agency
- Experience in conceptualizing content and drafting copy
- Effortless communication skills and great command over language

Key Responsibilities

- Create content, generate ideas, draft copy
- Be receptive to creative inputs and process feedback to deliver error-free output
- Collaborate with designers, supervisors, and other members of the team to improve output and to fulfil brief's objective(s)
- Develop and write creative copy for marketing materials that effectively communicate the value of the products or services to the target audience
- Minimize iterations through a thorough understanding of assigned brand and its objectives
- Participate in training programs and workshops to develop skills and knowledge relevant to the role.