

JOB DESCRIPTION

Copy & Content - Senior Copywriter

Key Requirements

- 2-4 years of full-time copywriting experience in a digital/integrated marketing agency
- Experience in generating content strategy, campaign ideas, conceptualizing content, and drafting copy
- Effortless communication skills and great command over language
- Ability to derive usable insights/inputs for assigned brand(s) and market competition including (but not limited to) trending topics, on-going campaigns, and creative innovations

Key Responsibilities

- Deliver content strategy, ideate campaigns, conceptualize content, and draft lines of 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 fulfilled 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
- Offer guidance and support to Copywriters if and when required through objective feedback
- Proofread and edit lines of copy to ensure clarity and accuracy
- Minimize iterations through a thorough understanding of assigned brand and its objectives
- Contribute to the creation of case studies and award entries for executed campaigns in relevant categories
- Participate in training programs and workshops to develop skills and knowledge relevant to the role