



Example of Creative Copywriter Job Description

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Our company is growing rapidly and is looking to fill the role of creative copywriter. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

Responsibilities for creative copywriter

- Proofread all copy before submitting to other departments and before public release
- Copyedit and proofread all materials submitted by outside vendors and licensors as needed
- Copyedit marketing plans, proposals, and other materials as needed
- Craft copy for a wide variety of channels, including emails, acquisition advertising, push notes, in-game interstitials, and more
- Develop email content for a variety of email programs and campaigns
- Write clear and persuasive copy for websites and all marketing channels of sale, including e-mail, digital, print ads, and direct mail
- Develop seasonal product messaging and positioning by working closely with Sportstyle marketing and product teams
- Create sales materials and showroom assets with a focus on product storytelling and account marketing
- Partner with Copy Director to ensure that Sportstyle communications align with global brand strategy and global creative direction
- Collaborate with Sportstyle Art Director and creative team to develop and execute fully integrated creative campaigns

Qualifications for creative copywriter

- PowerPoint deck clean-ups
- Speeches

- Demonstrated marketing savvy and a keen interest in learning more
- Experience collaborating with art directors and designers to produce top-quality work that gets results