



Example of Creative Copywriter Job Description

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Our innovative and growing company is looking for a 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

- Assist with the monthly social media calendar, working closely with the social media managers and respective agencies
- Creative writing and editing responsibilities for client work across all social media platforms (Facebook, Twitter, Tumblr, Instagram)
- Work with an art director within a dynamic digital team to deliver creative-forward content calendars breakthrough brand campaign development
- Ability to think strategically, conceptualize creatively and see the campaign concepts all the way through to execution
- Create compelling branded video content with an ability to add value every step of the way —from idea writing, to storyboarding, to light script writing and everything in between
- Meet with clients to present creative rationale
- A passion and understanding for all things social media
- 3-5 years of experience writing and editing copy for social channels
- Actively participates in a wide variety of social media activities in both work life and personal life
- Experience working with designers, strategists and producers to deliver content in all forms across any and all platforms

Qualifications for creative copywriter

- Solid communication skills – must be able to communicate ideas solo and within a team setting

- Familiarity with consumer testing is a big plus
- The ability to work hard and have fun all at once
- Deep experience in email marketing and email content creation