



Example of Creative Copywriter Job Description

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Our innovative and growing company 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

- Gaining clarity on the creative brief and generating conceptual copy that grabs the attention of the target audience, including creating straplines, body copy, jingles, and video scripts
- Meeting with key stakeholders to discuss requirements, core messages, and target audiences
- Writing and presenting copy options with the Designer to clients which may be presented as a storyboard
- Overseeing the production phase
- Booking and liaising with Designers, Illustrators, Printers, Photographers, and Production companies
- Casting actors and models to appear in advertisements and videos
- Working with a client brief, to conceptualize, write, direct and produce radio commercials
- Take a brief from client or AE
- Clarify points in brief and possibly engage client through AE or call client to clarify brief and discuss concepts
- Draft script and submit to client for approval

Qualifications for creative copywriter

- 7+ years of creative copywriting experience
- Exceptional writing talents with stylistic breadth that demonstrates sensitivity to diverse subject matter, audiences and mindsets

- Experience copywriting for advertising campaigns and other communications, including digital banners and print banners, email, websites, brochures, print ads, outdoor banners, environments, brand guidelines
- Creative thinking that works across concept, design and writing to drive a compelling communication
- Creative and meticulous, with attention to details