

Senior Copywriter Job Description

Position Summary

A Senior Copywriter assists the PR and marketing teams in developing a diverse range of compelling, targeted and strategic copy, including articles, blogs, emails, case studies, marketing collateral, websites, social media communications, advertisements and other needed content based on clients' goals.

The Senior Copywriter operates within an existing plan or strategy, which is driven by senior leadership. They are expected to brainstorm new ideas and contribute to the planning and research involved with each strategy.

Highly resourceful and creative, the Senior Copywriter is adept at conducting online research and interviewing sources to extract the right information for each communication.

Position Requirements

Must demonstrate PR, marketing and journalistic writing capabilities, and understand the nuances among each facet of writing. Further, the Senior Copywriter understands how to format and adapt messaging based on the medium (e.g. print, digital, social or video). Basic knowledge of SEO copywriting is preferred.

The ideal candidate will also be able to juggle multiple projects at once while meeting all deadlines and offering recommendations to improve plans and processes.

This is a work-from-home position, so the right candidate is highly self-motivated, independent and able to execute job duties without direct supervision throughout the workday. However, that doesn't mean the Senior Copywriter operates on an island! Our team is collaborative and meets in-person regularly. Expect ongoing guidance and mentorship. Similarly, it is expected that the Senior Copywriter will be resourceful and reach out frequently to update teammates on tasks, ask questions and seek feedback from leadership.

A "can do" attitude is essential, coupled with an understanding that all tasks, no matter how fundamental, contribute to the overall success of a campaign. We take pride in our work at all levels, and encourage everyone to bring fresh ideas to the table.

- 6+ years professional experience in PR, marketing, communications or journalism
- Bachelor's degree in PR, marketing, communications, journalism or related field
- Proficient in Microsoft Windows-based applications, including Outlook, Word, PowerPoint and Excel
- Proficient in AP Style
- Proficient with social media tools and networks, including Facebook, Instagram, LinkedIn and Twitter, from a copywriting standpoint
- Highly punctual and deadline driven
- Willingness to take a proactive role in professional development
- Driven to grow and seek out learning opportunities
- Must have your own computer (relevant software and subscriptions provided)

Key Responsibilities

A Senior Copywriter's duties include, but are not limited to:

Strategic Planning

- Participate in creating PR/marketing plans and strategies from a content development perspective, offering creative ideas to help clients achieve goals and objectives
- Keep current with client industry news; regularly recommending research-based content ideas

Content Development

- Draft various marketing communications in accordance with a plan that's driven by senior leadership, including articles, blogs, emails, case studies, marketing collateral, websites, social media communications, advertisements and other needed content
- Regularly and proactively interview clients, partners and others to acquire the necessary information to craft compelling and thoughtful content
- Conduct online research to support content development efforts with an understanding of primary vs. secondary sources, as well as objective vs. subjective sources
- Create forward-looking and strategic content calendars in coordination with the account management team
- Ensure digital communications are optimized for search engines
- Ensure PR communications are rooted in AP Style
- Develop client-based style guides to ensure consistency across communications
- Proofread a wide variety of PR and marketing communications
- Make recommendations for visual elements (e.g. graphics, imagery and video) to coordinate with written content

Benefits

- 401(k) with company match
- Healthcare stipend
- Flex scheduling upon approval
- Reimbursement/fees covered for industry association memberships and events
- Environment and culture that supports physical and mental wellness

Aker Ink Corporate Values

- **Quality:** Critical thinking, resourcefulness and adhering to deadlines are the pillars of producing high-quality work.
- **Strategic Thinking:** A clear vision and set of actions that aligns to the client's brand and goals will set them ahead of their competitors.
- **Continuous Improvement:** Dedicate time to build a network and connections in the PR, marketing and creative fields. Continually seek out best practices, including new ways of thinking and executing.
- **Balance:** Maintain a healthy work/life balance that includes physical and mental wellness. Be flexible, when necessary, to meet goals.