

Copywriter

JOB SUMMARY:

To write advertising copy designed to sell goods and services. To present products accurately and concisely in an appealing manner stressing features and benefits.

JOB TYPE:

Position could be appropriate for a part-time role, paid internship or full-time opportunity.

POSSIBLE FUNCTIONS:

1. Studies products to be familiar with their features and benefits.
2. Understands uses of products and improvements over previous models.
3. Decides upon theme or features to be stressed in promotional material.
4. Participates in all catalog and campaign planning sessions with marketing and art departments for both print and Internet use.
5. Prepares copy for all products and presents for review by marketing director.
6. Reviews copy in layout prepared by art department.
7. Studies successful campaigns by other agencies and keeps abreast through trade publications.
8. Prepares press releases or product instruction sheets when assigned.

SUGGESTED EDUCATION, EXPERIENCE, AND SKILLS:

1. Education: Bachelor's degree in English, journalism, marketing, or related field.
2. Skills: Computer skills with Macintosh or PCs, especially in desktop publishing programs such as Quark and FileMaker Pro. Excellent verbal and written skills. Ability to organize time and to respond to deadline pressures. Ability to work independently and also as a member of a team.

