



Junior Copywriter

Job Description

Summary:

The Junior Copywriter is responsible for working directly with the Copywriter and Interactive Producers to help generate copy for SEO content, campaigns, social media and other digital marketing materials. The Junior Copywriter will be expected to continually develop their skills to expand and improve upon content strategies. A Junior Copywriter interfaces with various departments of the agency, so they must be a team player and a self-starter with solid multitasking abilities and time management skills to meet deadlines and expectations.

Skills Needed:

- The ability to think creatively and translate ideas into copy
- Self-directed: able to work alone and produce results
- Experience in writing strong, succinct copy that is grammatically correct
- A flexible approach and willingness to adapt ideas to the needs of clients
- The ability to meet deadlines and work in a team environment
- A passion for writing with a strong attention to detail
- The ability to admit you don't know something and ask questions
- Strong research skills that ensure all copy is correct and accurate
- The willingness to learn and accept criticism from other creative professionals
- Have an understanding of what it takes to build a targeted online community
- Being able to collaborate with a team and follow the core AE values
- Understanding and utilizing SEO in online content generation

Essential Duties and Responsibilities:

- Copywriting within the brand tone of multiple clients
- Content production for social media, blogs, SEO, video, etc.
- All copy created by a junior copywriter needs to be interesting for the reader, while adhering to the objectives of the project, staying within the client brief and being completely grammatically accurate.
- Present work to team leads and clients for approval/input and enthusiastically explores agreed upon revisions for representation
- Brainstorming digital strategies to increase consumer engagement
- Receiving feedback and using it to grow and improve as a copywriter
- Understanding client specifications to craft copy that is on brand
- Keeping copy consistent and identifiable for each client
- Conduct target market research and competitor research
- Strive for ideas that go beyond the expected and tap into cultural trends and beliefs and also moves the consumer emotionally
- Meet with clients to gain understanding and insight into their products and services
- Assist in developing creative strategies
- Attend status meetings as required on time and prepared
- Continuing education on a personal and professional level

Key Design and Web Technology Knowledge (preferred, not required):

- Adobe Creative Suite
- HTML and web technologies
- Experience in major blogging platforms and how to work within the environment
- Social technologies and management platforms (i.e. Hootsuite, Creator Studio, etc.)
- Email marketing management platforms (i.e. Mailchimp, Campaign Monitor, etc.)
- Search Engine Optimization tools (i.e. Raven SEO Tools, Scribe SEO, Moz, etc.)
- Google Analytics and various other web analytics



Pay commensurate with experience. The only candidates interviewed will be able to demonstrate:

- Digital (online) marketing experience with proven demonstrable results and specific example work/case studies
- Minimum bachelor's degree
- 1-3 years of relevant work experience, ideally working in an agency setting (although not required)
- Specific hands-on experience managing marketing efforts in a fast-paced environment
- Ability to collaborate well with a team
- Ability to identify marketing goals, develop marketing strategies and tactics to obtain goals, implement and measure effectiveness of those tactics, and then make adjustments as needed based upon metrics
- Examples of previous copywriting pieces in a digital portfolio that show creativity, a defined strategy and the ability to follow a specific brand tone

Agency Entourage Core Values:

- Collaboration, working and contributing in a team environment
- Being accountable to our clients, AE and for ourselves
- Operational excellence, precise execution, while not sacrificing quality
- Trust, transparency and being candid with team members and managers
- Strive to achieve our greatest potential for clients, AE and ourselves

The Perks:

- Full benefits: health insurance, life insurance, retirement benefits, holidays, PTO
- Regular Recurring Raises for Outstanding Work
- Employee Life Milestone Celebrations
- Annual Employee Outings: SXSW, State Fair of Texas, Chili Cookoff
- Free Coffee & Sodas
- Occasional Employer Paid Lunches
- Friendly, fun and flexible work environment with a team of awesome people!

If you feel like you would be a good fit for our team, please send a resume along with your salary history and requirements to careers@agencyentourage.com. You can learn more about Agency Entourage at www.agencyentourage.com

No phone calls, please.