

This Copywriter job description template includes key Copywriter duties and responsibilities. You can post this template on job boards to attract prospect applicants.

Job Brief:

We are looking for a creative Copywriter to write clear and concise copy for ads, publications and websites. Your words will inform and engage target audiences.

Our ideal candidate is a team-spirited, skilled and imaginative writer with an eye for detail. If you can grasp project requirements quickly and offer valuable insight, we'd like to meet you.

Submit up to three writing samples, so we can get an idea of your best work. Feel free to include links to your content or portfolio in your application.

Responsibilities:

- Write clear, attractive copy with a distinct voice
- Interpret copywriting briefs to understand project requirements
- Collaborate with designers, PR and other professionals on large- and small-scale marketing projects (e.g. email campaigns and landing pages)
- Conduct high-quality research and interviews
- Edit and proofread copy as needed
- Use SEO principles to maximize copy's reach
- Source images and other content

Requirements:

- Proven experience as a copywriter or related role
- Knowledge of online content strategy and creation
- Excellent writing, editing and proofreading skills
- Experience with SEO
- Strong research skills
- Creativity
- Collaborative spirit
- Excellent time-management and organizational skills
- BSc/BA in marketing, English, journalism or related field