

# ***Senior Copywriter Job Post***

**Location:** In Office / Hybrid

**Type:** Full-time

As a Senior Copywriter, you'll work closely with the Creative Director and Art Directors to concept and deliver bold, effective creative across a variety of marketing medium: from traditional advertising to websites, digital campaigns, brand platforms, and beyond. The candidate for this role should be strategically focused, highly creative, and passionate about developing big ideas while also proficient in crafting the smallest details.

## ***Requirements / Experience***

- A post-secondary degree or diploma in Communications, Journalism, Marketing, Business or another related discipline (like Public Relations) is required.
- At least 7 years of copywriting experience in marketing or communication with a focus on business-to-business marketing with experience in agriculture and construction preferred.
- Proven ability to create and carry through big ideas across a variety of written works including, but not limited to: positioning/tag lines and descriptions, advertising, promotions, brochures and business collateral, scripts for video and radio, copy for on-line and off-line marketing campaigns, editorial, social media content, and optimized website and landing page content.
- Superior ability to use a computer with proficiency in Microsoft Word, Excel, and online tools such as Google Docs.
- Experience operating in a dynamic, fast-paced environment.

## ***Skills, Knowledge and Abilities***

### **Creative and Strategic Execution**

- Provide strategically driven marketing solutions in the development of creative content.
- Write copy that stops and engages the audiences intellectually and emotionally.
- Demonstrated (superior) ability to understand the brand positioning and USP of a client, and to speak for the brand and with the brand's constituents with the appropriate tone and manner
- Convey complex ideas and emotional concepts in a clear, compelling manner
- Create and help drive the bigger "campaign" picture and ensures the current copy work relates well to other existing brand copy and visual design elements that is still in play.
- Demonstrate impeccable grammar and proofreading abilities, and superior attention to details.
- A deep curiosity and drive to learn about different businesses and markets and what it takes to move them forward.

### **Communication & Teamwork**

- Have excellent knowledge and understanding of the advertising industry and agency workflows and structures.
- Able to communicate effectively with employees of different experience levels (junior to senior).
- Passionate for brainstorming, presenting and pitching ideas with the ability to accept critique in professional manner.
- Detail oriented and thorough with all administrative tasks related to the copy and design process.
- Is comfortable meeting and working with new people and being in unfamiliar situations.
- Manage and prioritize multiple long and short copywriting projects and deadlines at once.
- Understand and estimate time required to complete work for scheduling and resource planning.
- Can manage or advise on audio and video production.

## ***Responsibilities and Duties***

The primary functional responsibilities and duties of the Copywriter include:

- The Senior Copywriter is selected by, reports to and is fully accountable to the Creative Director.
- Develop compelling long and short copy for direct and digital assignments based on brand guidelines. Write, edit and proofread enticing and informative content for both clients and internal projects – including but not limited to: email/newsletters, websites, press releases, print and online advertisements, and sales collateral (brochures, etc.).
- Create original concepts and content in collaboration with Creative Director, Art Directors and other colleagues.
- Ensures that all 6P communication recommendations (including those that we do not present to our clients) are on brand, on strategy and support the client's goals and USP.
- Assist in managing external content development resources including freelance writers and content specialists including editing and offering critiques and guidance.
- Act as the Agency proof-reader for all client and 6P's public facing communications.
- Work closely with the Creative Director (CD), middle and senior account service team members to agree which client or 6P stories to tell and how to tell them
- Work with internal teams to generate ideas for pitching and proposals.
- Work with the Business Development team to develop concepts and present them to clients.

**Application Deadline:** until the hire is made

**Apply using form below or Contact:** [careers@6pmarketing.com](mailto:careers@6pmarketing.com)

**Attention:** Rob Cote, Creative Director

To learn a bit more about us and our culture, [\*feel free to go here.\*](#)