JUNIOR COPYWRITER

WE ARE:

A full-service advertising agency located in Northern New Jersey with expertise in advertising, branding, and all things digital. We believe in building relationships with our clients. We form excellent work for our clients in healthcare, real estate, food and beverage and consumer goods industries. Our clients count on us for commitment, excellence, hard work and results.

WHAT WE’RE LOOKING FOR

The ideal candidate is highly organized, has the ability to think creatively and strives for perfection. You have a strong interest into the digital marketing industry and want to become a rock-star in the field. A junior copywriter will be expected to develop their skills, working with their passion for writing to expand and improve. You have innate creative instincts to develop engaging concepts to fulfill client expectations. A junior copywriter has the aptitude to function within deadlines, while working both independently and as part of a team.

RESPONSIBILITIES

- Understanding the message the client is seeking to deliver and translating this into attractive copy
- Write clear, concise and persuasive copy that will engage the reader for clients websites, advertisements, SEO campaigns and other means of copywriting
- Write onsite and offsite blogs, press releases, and articles
- Occasionally write social media copy for Today’s Business client’s as needed
- Perform search engine optimization techniques
- Work with copywriting team to brainstorm creative ideas for clients
- Check spelling and grammar for all copy
- Research competitors and keep abreast of market trends
- Receive and implement feedback from team and clients to meet their needs
- Develop relationships with off-site blogs for work to be published and maintain a database of all websites
- Research new media outlets and keep abreast of industry trends
- Work underneath Content Marketing manager to help deliver quality and timely copy and content to clients

YOU HAVE:

- Bachelor’s degree in journalism, English, communications required
- Strong organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail
- Amazing and resourceful problem-solving skills
- Highly creative and self-motivated
- Writing genius who is adaptive and imaginative
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- Excellent research skills
- Highly resourceful team-player, with the ability to also be extremely effective independently
- General understanding of search engine optimization
- Aptitude to function within deadlines, while working both independently and as part of a team.
- Proficient in Microsoft Office (Outlook, Word, Excel, and Power Point), Adobe Acrobat, and Social Media web platforms.

To apply, please email your resume and cover letter to Erinn Hogan, HR Coordinator at careers@tbsmo.com