



Copywriter

Department: Projects

FLSA Status: Hourly

Work Schedule: Remote Work

Job Status: Part Time

Reports To: Director of Client Experience

Positions Supervised:

POSITION SUMMARY

At GreenCup Digital the Copywriter is the lead storyteller and wordsmith that delineates our clients' brands using written media. They are the principal designer of brand and marketing copy for our clients, the Copywriter holds an important place at GreenCup and juggles a vast number of priorities and projects daily and requires a self-motivated word nerd to master it.

ESSENTIAL FUNCTIONS

- Build and actively strategize marketing and branding copy through competitive research and an educated understanding of the target audience.
- Adapt and maintain consistent client/brand voice across all creative platforms.
- Utilizes SEO strategies to write copy that considers keyword density and prominence with tone, style, and readability to organically elevate a website's placement in search engine results.
- Work alongside multiple disciplines efficiently to manage projects and meet deadlines.
- Collaboratively ideate and assist in the design of client campaigns with other team members at GreenCup Digital.
- Design and implement content strategies to align with client goals.
- Execute an exceptional quality of work on all projects.

POSITION QUALIFICATIONS

- At least 2-4 years of demonstrated Copywriting experience – Required
- Experience in a project-based environment with managing multiple projects for timeliness and meeting deadlines.
- High levels of written tonality, creativity, and branding ability - Required
- Demonstrated grammatical and proofreading excellence.
- A living portfolio of applicable work demonstrating work quality and creativity.
- Strong knowledge of all relevant media platforms.
- Proficient in copywriting for multiple audiences and channels including websites, social print, email, and video.
- Experience participating in client meetings and managing expectations
- Ability to maintain client projects and editorial calendars both independently and cooperatively.
- Possess honesty, maturity, emotional control, and ability to maintain confidentiality.
- Possess organizational and communication skills, self-motivation, and creativity alongside high levels of attention to detail.

I agree to assume the above listed responsibilities. I meet the essential job requirements as listed on the attached sheet, with or without accommodation. If accommodation is needed, it shall be agreed to in writing.

Applicant Signature: _____

Date: _____

HR and Management have reviewed this job description to ensure that essential functions have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by team leaders as deemed appropriate.