



Copywriter

Department: Projects
FLSA Status: Hourly - 1099
Work Schedule: Remote Work

Job Status: Part Time
Reports To: COO
Positions Supervised:

POSITION SUMMARY

As the Copywriter at GreenCup Digital, you'll be the master storyteller and wordsmith, defining our clients' brands through compelling written content. As the chief architect of brand and marketing copy, you'll play a vital role in crafting narratives that align perfectly with our clients' goals and brand identity. Balancing multiple priorities and projects, you'll need to be a self-driven word nerd who thrives in a dynamic environment.

ESSENTIAL FUNCTIONS

- Writes clear, persuasive, and original copy for various marketing materials, including websites, blogs, emails, social media, and ads.
- Reviews and edits copy to ensure accuracy, clarity, and alignment with the client's brand standards.
- Builds and actively strategizes marketing and branding copy through competitive research and an educated understanding of the target audience.
- Adapts and maintains 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 elevate a website's placement in search engine results organically.
- Collaboratively ideates and assists in creating cohesive marketing campaigns with other team members at GreenCup Digital.
- Designs and implements content strategies to align with client goals.
- Monitors and analyzes content performance metrics to refine and improve copy effectiveness.
- Stay up to date on the latest digital marketing, social media, and pop culture trends and be able to apply them to our client's brands.
- Exhibit GreenCup Digital's Mission, Core Values, and Culture.

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.
- Comfortable working remotely with access to reliable internet and computer equipment.

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.