



Job Description

Position: Copywriter
Revised: June 12, 2006
Prepared by: Rick Scherle

Responsibilities

The Copywriter is responsible for the development of conceptually strong copy that meets the clients' marketing objectives. This includes brainstorming with the creative team, creating effective headlines, displaying conceptual ideas as rough outlines, and recommending and using appropriate writing styles to produce finished copy.

This will require meeting with clients, understanding their market positioning, brand values and customer targets, performing independent research, and defining the overall scope of writing projects. It will also require working with the project manager and designers to produce finished work..

Quality copy is a strategic component of our client offerings; *effective copy is critical to our ability to meet the needs of our clients.*

Areas of Responsibility

The Account Associate will have the following areas of responsibility, with the following relative weights:

Area of Responsibility	Weight
Copy Creation	24%
Strategy and Concept Development	21%
Client Contact and Research	19%
Copy Editing	14%
Comp Development and Presentation	12%
Quality Control	10%
Total	100%

Goals and Objectives

Copy Creation 24%

The Copywriter is responsible the development of conceptually strong copy that communicates an understanding of the clients' marketing objectives. This includes ensuring that all written work meets the client's needs and is accurate, informative, concise and creative.

**Strategy and Concept Development 21%**

Working with the client, account manager and the design team to develop strategically based concepts for print and interactive marketing materials. Brainstorming with copywriters and designers to develop effective headlines and copy for print and online advertising. Developing written styles that result in the implementation of work that is within the clients on brief, on time and on budget.

Client Contact and Research 19%

The Copywriter should take an active role in meeting with clients to scope and specify projects, conduct necessary background research, and collaborate effectively on revision cycles. The Copywriter must resolve problems and addresses client feedback on written work in a way that meets the client's needs while not compromising quality standards. This includes setting clear client expectations, presenting creative work that meets those expectations and working to develop and foster effective and harmonious relationships with clients.

Copy Editing 14%

Work with writers and Account Management to revising copy for accuracy and readability. This will also involve revising, editing, and proofreading the copy of others in the Creative Services Department, ensuring succinct, outstanding copy.

Comp Development and Presentation 12%

Working with design and account teams to develop and implement both print and online presentations of marketing materials and obtaining client approval on creative work.

Quality Control 10%

This will involve enforcing high quality standards; ensuring all copy is technically sound and uses appropriate, consistent voice; and providing edits, guidance or suggestions as needed.