



the right talent for the right agency

## Copywriter Job Description

As Copywriter is quite a generic term, it can be useful to include a reference to the discipline in the job title such as:

- Digital
- BTL/Design
- ATL/Press
- Direct Marketing
- Sales Promotion
- Recruitment Advertising
- Other

### **About us**

Here you need to include information about your agency such as:

- The number of years you have been established
- The number of employees

### **About our clients**

List which sectors you specialise in and include a list of your top clients. It may also be useful to list the specific accounts that the candidate will be working on.

### **Our location**

### **Contact Details**

Address

Email

Phone

### **Main Duties**

Here we have summarised the main duties that a copywriter would be required to undertake. Top and tail this section with requirements that are specific to your role:

- meeting the account management team to discuss client requirements and product background;
- brainstorming ideas and concepts;
- working in a close-knit creative partnership with the art director to generate workable concepts and ideas;

- writing clear, persuasive, original copy;
- submitting ideas and discussing progress with the creative director before making presentations to clients;
- amending, revising or redeveloping campaigns in response to feedback from the creative director or clients;
- working on several campaigns at once, under pressure and to tight deadlines;
- proofreading copy to check spelling and grammar;
- overseeing campaigns through the production stage to completion;
- casting actors for TV and radio work, listening to voice tapes;
- liaising with production companies, photographers, typographers, designers and printers;
- keeping up to date with popular culture and trends.

### **Team structure**

A suggestion of the candidate's team and how that team fits within other departments would be useful here as each agency varies vastly on team structures.

### **Candidate requirements**

Here you need to state how many years experience is required/preferred, whether they need to have done any specific training or gained experience in specific sectors.

State what qualifications are required for the role e.g. a minimum of 3 GCSE's or a masters?

### **What we offer**

State what salary you will be offering and whether there are any benefits included such as:

- Company car
- Car allowance
- Bonus
- Profit share
- Overtime
- Pension
- Healthcare
- Life Assurance
- Free Parking