

## Copywriter

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Company: Creative Circle

Location: Boston

Category: other-general

Our CPG client is searching for a Copywriter to join their beauty brands team for at least a year. You'll work 40 hours per week.

As Copywriter in this space, you'll heavily collaborate with several teams and stakeholders as you verbally communicate the brands across all packaging, e-commerce, video, and retail touchpoints to support their beauty and wellness portfolio of brands. You'll bring brands to life by writing copy for all consumer and retail-facing materials including but not limited to packaging, advertisements, brochures, point of sale, email, web, banners, and social.

Responsibilities include:

- develop product names, features, positioning and benefits
- write copy and tags for product packaging materials, owner's manuals, quick start guides, and other print mediums
- create owners manuals, instructions and quick start guides
- partner with brand managers to create copy that is aligned with brand campaigns; interpret creative direction and adapt points from creative briefs into persuasive copy concepts
- present and incorporate feedback

The ideal Copywriter has a strong B2C background, preferably from an agency, along with:

- the ability to develop messaging for numerous touchpoints
- an interest in benefits-focused packaging writing

- works well within established brand guides / tones
- is a team player and works in a collaborative style
- has a thorough understanding of writing for social (incl. hashtags, emojis and acronyms)
- an interest or experience with beauty brands, fashion or haircare

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