

United States Jobs Expertini®

Copywriter

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Company: Associa

Location: Richardson

Category: sales-and-related

JOB SUMMARY:

Associa is looking for a copywriter to support HOAM Ventures brands, including TownSq, Coming Home Media Group, and more. The copywriter will be responsible for transforming ideas into words and writing clear, compelling, and concise copy and content. The copywriter will report directly to the copy director and work alongside a group of highly talented creatives to conceptualize and produce articles, websites, print collateral, campaigns, proposals, presentations, training materials, and more.

RESPONSIBILITIES:

Duties include but are not limited to:

- Writing clear and persuasive copy for ads, ebooks, brochures, magazine articles, sales materials, direct mail, and email campaigns

- Crafting engaging website and landing page copy

- Generating ideas for new platforms, programs, and initiatives

- Owning blog content calendars and writing unique, keyword-rich articles

- Supporting and collaborating with lead generation and digital marketing teams

- Reviewing and drafting in-app user content

- Assisting with training video script development

Ensuring consistent messaging and tone across deliverables

Revising, editing, and proofreading content with quick turnaround times

Implementing and responding to feedback in a timely manner

Researching competitors and staying well-informed of industry trends

KNOWLEDGE & SKILLS:

Possesses a passion for writing and the willingness to learn from other creative professionals

Can work in a multi-project, fast-paced, deadline-driven environment

Can apply constructive criticism to job execution and team performance

Is a go-getter with the ability to adapt to unforeseen project changes

Can establish and maintain effective working relationships with clients and coworkers

Can work autonomously to deliver on-brand, on-brief copy with little oversight

Possesses a positive attitude and is always willing to find a way to make it work

Familiarity with SEO principles and best practices

Maintains a strong understanding of marketing and content channels and an ability to adapt copy to fit the audience's needs

EDUCATION & EXPERIENCE:

4-6 years of relevant corporate or agency experience

Preferred experience as a copywriter in the technology or software sector

Copywriting samples or a portfolio of published articles

Bachelor's degree in English, marketing, communications, journalism, or equivalent field

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