

Copywriter



Phone :

Web :

Job Summary

Vacancy :

Deadline : Aug 30, 2024

Published : Jul 30, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

About KOHO

KOHO's purpose is to empower Canadians to build a great financial foundation with products that are radically transparent and easy to manage. We first launched in 2017, and we have since built a community of over *1 million* users. Leading investors around the globe believe in our vision, and we've successfully raised over \$320M to make our vision a reality.

Discover our culture [here](#) and get the inside scoop from our team [here](#)!

About The Role

We're looking for a Copywriter to join the Marketing team, working remotely in Canada.

You'll be a part of the Writing team who are responsible for the way KOHO talks across brand and product touchpoints.

As a core member of our in-house Creative Studio, you'll brainstorm concepts with design, product and marketing teams and develop copy that connects emotionally, inspires action and speaks to the KOHO mission.

You're a big thinker who loves telling stories on and off the page. You use minimal characters with maximum effect—distilling complex information and trends into punchy messages. But your writing isn't lofty. You always use natural language so everyone can access our tools to improve their finances.

What You'll Be Doing

- Copywriting: Write clear, concise, and compelling copy for integrated marketing campaigns including email, push notifications, web, social media, paid ads, blogs, video, OOH, broadcast and experiential.
- Creative conceptualization: Brainstorm and develop creative concepts and campaign ideas in collaboration with designers, brand and marketing teams.
- Brand voice application: Ensure consistency in brand voice and messaging across all communications
- Collaboration: Work closely with stakeholders (writers, design, product marketing, brand, lifecycle and more) to understand the project goals, target audience and messaging requirements.
- Editing and proofreading: Review and revise copy to ensure accuracy, clarity, grammar, and adherence to project briefs.
- Research and strategy: Research industry trends, competitor analysis, and customer insights to inform and enhance copywriting strategy.
- Project management: Manage multiple projects simultaneously, prioritize tasks, and collaborate effectively with cross-functional teams to deliver high-quality copy on time.

Who You Are

- 4+ years experience as a Copywriter, with a **strong portfolio** of a variety of **channels** and **writing styles**.
- Exceptional writing, editing, and proofreading skills, with an eye for detail.
- Strong conceptual thinking and creative problem-solver.
- A clear, confident verbal communicator
- A self-starter with drive and determination to achieve team and business goals
- Curious about briefs, deliverables and improving creative output.
- Thrives in a fast-paced work environment and is able to achieve quality and speed

At KOHO, we are dedicated to providing pay transparency to all candidates. Compensation at KOHO is determined through various factors including but not limited to: comparable salary market data within Canada, technical skill assessment, a holistic view of previous work history, and internal pay equity with other KOHO team members.

Target Base Salary Range

\$85,500—\$108,000 CAD

What's In It For You?

We invest time and resources into making sure KOHO is as good as the people we hire. Here are some of the reasons we attract the best people:

☑☑☑ **Balance Your Life** - Company-wide summer wellness days, winter holiday closure, personal days, a wellness spending account, and maternity & parental leave top-up

☑ **Remote First** - Work from anywhere in Canada with a budget to set up your home office

☑ **Level Up** - Access to an in-house certified performance coach and an annual training budget

☑ **Reach Your Goals** - Salary assessments twice per year

☑ **The KOHO Culture** - We have won 7 "Great Place to Work ®" awards since 2019

☑ **Be an Owner** - Every KOHO employee gets a generous amount of equity with a 10 year exercise window

The KOHO culture is one of collaboration, creativity, and diverse perspectives. We are committed to building and fostering an inclusive, accessible environment for everyone. If you have any questions, concerns, or requests regarding accessibility needs, please contact peopleaccessibility@koho.ca and the People and Culture team will be happy to help.

#LI-Remote

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
