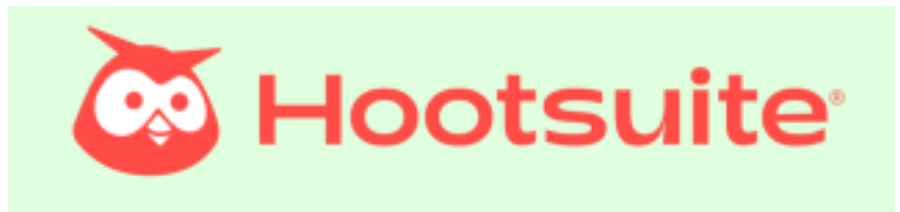


## Copywriter

Phone :  
Web :



### Job Summary

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Vacancy :  
Deadline : Sep 29, 2024  
Published : Aug 29, 2024  
Employment Status : Remote  
Experience : Any  
Salary :  
Gender : Any  
Career Level : Any  
Qualification :

## Job Description

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We're looking for an experienced and creative Intermediate Copywriter specializing in paid media to join our Brand team. The successful candidate will be responsible for crafting high-performing copy for ad campaigns across a variety of digital platforms. You will work closely with our paid media team and graphic designers to develop creative concepts and compelling messaging, optimize performance, and continuously test new ideas. In line with Hootsuite's distributed workforce strategy, our flexible work arrangement allows for remote work or a hybrid model. This role is open to applicants located in Canada and the United States. In this role, you will report to the Senior Manager, Content.

**NOTE: You are required to submit link to your writing portfolio as part of your application (see below).**

### WHAT YOU'LL DO:

- Develop creative concepts and persuasive, performance-driven copy for digital ad campaigns across paid social, search, and display.
- Write engaging video scripts that support creative storytelling and drive conversions across digital platforms.
- Ensure all copy aligns with campaign objectives, brand messaging, and audience insights.
- Work closely with the paid media team and designers to test and optimize copy to improve the effectiveness of our content.
- Analyze performance data to identify trends and make informed suggestions for copy adjustments to improve results.
- Work on other copywriting duties as needed, including email, webinars, infosheets, organic social, presentation decks, and more.
- Stay up-to-date with industry trends and emerging best practices in performance marketing and copywriting.

### WHAT YOU'LL NEED:

- Substantial full-time copywriting experience in an agency, in-house marketing department, or freelance with a focus on paid media, digital advertising, or performance marketing.
- A portfolio that demonstrates experience crafting high-converting copy for digital ads, paid social, video scripts, and social stunts.
- Proficient in the best practices and technical requirements of Facebook, Instagram, YouTube, LinkedIn and Google advertising formats.
- An understanding of performance metrics, familiarity with A/B testing, and the ability to interpret data to optimize copy for better results.
- Interest or knowledge in how brands can use social media to gather insights, take action, and drive real business impact.
- A desire to build your skills as a creative strategist who specializes in persuasive conversion content.
- Collaboration and Teamwork: works with others to deliver results, meaningfully contributing to the team and prioritizing group needs over individual needs.
- Commitment to Results: consistently achieves results, demonstrating high performance, and challenging self and others to deliver results.
- Creativity and Innovation: seeks new and better ways of doing things, generates original and imaginative ideas, products, or solutions.
- Customer Focus: demonstrates a desire to proactively help and serve internal/external customers to meet their needs.

### WHO YOU ARE:

- Tenacious. You are determined to succeed, and you are motivated by the success of customers, colleagues and the community.
- Curious. You are always learning and seeking ways to make things better.
- Conscientious. You keep your promises, taking your commitments to others seriously, and you have strong integrity.
- Humble. You lead with humility and empathy, respecting and learning from the perspectives of others.

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In all we do, our six guiding principles light the way:

**Step Up:** Show the world what it looks like to live and work by these guiding principles. #StepUp

**One Team:** Make Hootsuite a place where everyone feels safe, welcome, valued, and empowered to do their best work without compromising who they are. #OneTeam #FreeToBeMe

**Customer Obsessed:** Focus relentlessly on helping our customers succeed. #CustomerObsessed

**Go Fast, Be Agile:** Widen our competitive advantage by committing to speed and simplicity over perfection and complexity. #GoFastBeAgile

**Play to Win:** Commit to building an incredible, profitable company for our customers, our employees, and our stakeholders. #PlayToWin #NoExcuses

**Neighbours & Allies:** Give back to our communities and be an ally. #SocialForGood #Allies

*Accommodations will be provided as requested by candidates taking part in all aspects of the selection process.*

#LI-EM #LI-remote

Canada Pay Range For This Role

\$64,600—\$90,400 CAD

US Pay Range For This Role

\$67,700—\$94,700 USD

**Education & Experience**

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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