

## Marketing Copywriter



Phone :

Web :

### Job Summary

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Vacancy :

Deadline : Jul 03, 2024

Published : Jun 03, 2024

Employment Status : Remote

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

## Job Description

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We are looking for an experienced Marketing Copywriter to enrich our marketing team—a wordsmith, a voice of reason, and a storyteller. The successful candidate will be responsible for creating compelling copywriting for various mediums that will drive brand awareness and increase sales.

This is an opportunity to play a vital role in shaping our voice in terms of personality and tone and apply it to various brand expressions—our marketing, our website, and social media, for example. It involves writing for SEO and UX in a B2B SaaS industry and developing on-brand strategic solutions that resonate with our target audience. The ideal applicant will have razor-sharp attention to detail, and excellent communication skills. The person in this role must also have a natural ability to collaborate with cross-functional teams, people with different viewpoints and expertise, who collaborate to achieve common objectives.

This is a Canada-wide remote position, reporting to the Director of Creative with a dotted line to the Director of Community and Social Media, and the Director of Content and SEO.

### What You'll Do

- Develop marketing copy for various campaigns and mediums including website, social media, email marketing, short-form writing such as ads, and promotions.
- Conduct thorough research to stay updated with customer behaviour, industry trends, and competitor activity.
- Collaborate with cross-functional teams to create integrated marketing campaigns and materials.
- Edit and proofread developed content to ensure it is error-free and adheres to brand guidelines.
- Monitor and analyze engagement and conversion rates metrics, and adjust strategies accordingly.
- Keep up to date with industry trends, best practices, and emerging technologies related to content creation and optimization

In this key role, you'll be responsible for creating high-converting copy across various marketing and sales channels, including:

- **Website & Product Pages:** Craft compelling product descriptions and website copy that resonates with target audiences, ranks on search engines, and drives free trials or sales.
- **Landing Pages:** Develop persuasive landing pages that capture attention, articulate value propositions, and convert visitors into leads or customers.
- **Advertising and Promotions:** Support other teams as required to craft compelling ad copy, CTA banners, and more.

### Job requirements

- Proven experience as a copywriter in a marketing or advertising agency, preferably in the B2B SaaS or tech industry.
- Bachelor's degree or higher in Marketing, Communications, English, Journalism, or a related field.
- Ability to translate complex technical concepts into clear, concise, and compelling copy.
- Understanding of UX principles as related to website navigation and call to action.
- Strong organizational and time-management skills, with the ability to manage multiple projects simultaneously and meet deadlines.
- Creative mindset with the ability and experience to generate innovative ideas and approaches, working independently or with a graphic designer or creative director.
- Understanding of SEO principles and best practices.
- Experience with content management systems email marketing platforms, and analytics tools is a plus.

## 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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