

Mid-Weight Copywriter



Phone :

Web :

Job Summary

Vacancy :

Deadline : Aug 30, 2024

Published : Jul 30, 2024

Employment Status : Full Time

Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :

Job Description

What we're looking for

We're looking for an experienced copywriter who will help craft compelling marketing copy and consistent brand assets, and contribute to our constantly evolving brand identity. This role works closely with the Marketing and Growth departments to gain insight and understanding of our brand and goals for success.

Responsibilities

- Multidisciplinary copywriter, taking projects from concept to execution across a wide range of disciplines
- Creative work that is also impactful - hit key performance metrics (e.g. click-through rate, conversion rate, activation rate) while keeping the user and our brand in mind
- Be a brand guardian, ensuring consistency and high standards are met across all our collateral
- Contribute thoughtful and elegant copy ideas to help drive our social media presence forward and set us apart from the competition
- Be a self-starter. As a resourceful and resilient self-starter, you'll thrive in a fast-paced environment where initiative and innovation are required

Qualifications

- Experience as a copywriter with 3+ years professional experience
- An outstanding team contributor who can provide a thoughtful viewpoint on brand and marketing copy in a flexible and easygoing way—you are well-versed in giving and receiving feedback constructively
- You care about men's health and have a personal connection to the space

Why work at Phoenix?

- Impact & autonomy. You'll work directly with our founders who understand the ups-and-downs of the business and you'll have a real opportunity to shape the future at Phoenix
- Rewarding Mission. We're delivering the best healthcare experience to Canadians across the country
- We are a small elite team in Downtown Toronto. We love the tight feedback loop of working together in the office. If you've missed that in-person office experience, and love sharing strongly held opinions of the best lunch spot nearby, this is the role for you

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
