

## Senior Copywriter



Phone :  
Web :

### Job Summary

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Vacancy :  
Deadline : Oct 01, 2024  
Published : Aug 31, 2024  
Employment Status : Full Time  
Experience : Any  
Salary :  
Gender : Any  
Career Level : Any  
Qualification :

## Job Description

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### Meet Benevity

The world's coolest companies (and their employees) use Benevity's technology to take social action on the issues they care about. Through giving, volunteering, grantmaking, employee resource groups and micro-actions, we help most of the Fortune 100 brands build better cultures and use their power for good. We're also one of the first B Corporations in Canada, meaning we're as committed to purpose as we are to profits. We have people working all over the world, including Canada, Spain, Switzerland, United Kingdom, the United States and more!

Benevity is on the lookout for a dynamic and highly-skilled Senior Copywriter to elevate our B2B content strategy. This position requires a creative powerhouse with robust conceptual abilities and a track record of producing persuasive and impactful messaging across various channels. The ideal candidate will have extensive experience crafting compelling content for video, emails, case studies, sales materials, thought leadership pieces, events and brand campaigns.

If you're a strategic thinker with a passion for transforming complex concepts into relatable, human-centric stories that drive measurable results, then we want to connect with you!

### What you'll do:

- **Lead creative development:** Spearhead the ideation, development, and execution of innovative concepts for B2B marketing campaigns, ensuring a strong alignment between copy direction and overarching messaging strategies.
- **Collaborate across the business:** Engage actively with cross-functional teams to identify creative solutions for business challenges, bringing ideas to life through engaging copy.
- **Produce compelling copy:** Write clear, persuasive, and engaging copy for tactical executions across all marketing channels, including email campaigns, social media advertising, branded content, speeches, presentations, and more.
- **Maintain Brand Voice:** Uphold and enhance Benevity's tone and style guide, ensuring a consistent and distinctive copy approach across all communications.
- **Present and Communicate:** Present creative concepts and campaigns effectively while articulating the strategic thinking behind them to stakeholders and team members.
- **Support content Strategy:** Contribute to Benevity's branded content strategy by producing high-quality blogs, articles, white papers, and other thought leadership materials that showcase our expertise and innovative solutions.

### What you'll bring:

- **Experience:** 8+ years of experience as a copywriter in a fast-paced advertising, marketing, or communications role, demonstrating a deep understanding of B2B marketing dynamics.
- **Portfolio:** A strong portfolio that highlights a diverse range of work and showcases your ability to craft engaging narratives across various mediums.
- **Skills:** Exceptional writing, editing, and proofreading abilities, with a keen eye for detail and a commitment to excellence.
- **Strategic thinking:** Strong conceptual and strategic thinking skills that enable you to create compelling messaging that resonates with target audiences.
- **Communication:** Excellent communication and presentation skills, enabling you to articulate ideas confidently and clearly in collaborative settings.
- **Industry knowledge:** Experience writing for B2B tech is a definite plus, as is a background in developing and producing story-led content that captivates and converts.

### Discover your purpose at work

We are not employees, we are Benevity-ites. From all locations, backgrounds and walks of life, who deserve more ... Innovative work. Growth opportunities. Caring co-workers. And a chance to do work that fills us with a sense of purpose. If the idea of working on tech that helps people do good in the world lights you up ... If you want a career where you're valued for who you are and challenged to see who you can become ...

It's time to join Benevity. We're so excited to meet you.

### Where we work

At Benevity, we have developed a Community First approach that we design our people's experience around with goals to build a strong community and culture, achieve stellar execution of our business goals and social mandate, and ensure Benevity-ites thrive. For those who live within a reasonable commuting distance to an office, we can split our time working in the office and from home to optimize the opportunities of both, with the requirement that we spend at least 50% of the time in the office.

### Join a company where DEIB isn't a buzzword

The diverse backgrounds, experiences, skills and passions of our people make it possible for us to keep innovating as the market leader in our space.

Diversity, equity, inclusion and belonging are part of Benevity's DNA. You'll see the impact of our massive investment in DEIB daily – from our Black Employee Network making space for us to have difficult conversations to our Pride events and the exceptional diversity on our leadership and tech teams.

We strive to build a strong culture of belonging so that every Benevity-ite feels included and can thrive as their authentic selves – in a place where everyone has an equitable opportunity to shine!

**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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