



j. FITZGERALD group, INC.  
MARKETING COMMUNICATIONS

## **JOB DESCRIPTION**

**Position:** Senior Copywriter

**Status:** Full-Time

### **Position Summary**

The Sr. Copywriter is responsible for working on all agency projects and collaborating both with the Creative Director and the clients to deliver the best work imaginable.

### **Outcomes**

1. Become the backbone of the Copywriting Department at J Fitzgerald Group.
2. Become fully immersed in all client interactions.
3. Become a true team member who will help the agency grow

### **Essential Duties and Responsibilities:**

- Create, edit and proof copy according to customer expectations while meeting deadlines. Some examples include: headlines, press releases, web copy, brochures, radio/TV scripts or other related marketing materials.
- Create taglines and slogans that appear on brochures, websites and other promotional materials.
- Have detailed knowledge of the target audience of each project and maintain accurate tone of voice.
- Have regular interaction with clients and provide suggestions for content-related issues.
- Manage company's social media to bolster the JFG online presence through interaction with end users. Postings may include: JFG best practices, public relations, service offerings and client success stories.
- Attend and participate in company, department and client meetings.
- Prepare reports upon request.
- Perform other duties as assigned and required



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### **Required Education, Experience and Qualifications:**

- Bachelor's degree in marketing or an equivalent field required.
- 5+ years experience of copywriting or related communications experience required.
- Must have proficient computer experience, including Microsoft Word, Excel, PowerPoint.
- Strong attention to detail.
- Must have excellent verbal and written communication skills.
- Ability to train, direct, lead and evaluate the work of others.
- Ability to manage multiple projects and deadlines concurrently.
- Ability to judge creative concepts and copy, and clearly communicate creative direction to others.
- Must be able to travel occasionally
- Experience working in a casual small yet productive atmosphere
- A good sense of humor

### **Why JFG?**

This is not your average place to work. Working at JFG is more than a job. The people who make it here want to be here. Every position is involved in the collective success –hands on, in up to your elbows. Here, you'll be part of something different. But you have to want it. You have to want to put in the extra work when required and work hard everyday. If you do that, all the other perks provided here are yours. Those that make it, have it. And it's not just on a resume. Do you have it?