SmartClick ADVERTISING
Online Marketing + Social Media

Position: Advertising Copywriter
Reporting to: VP - Creative
Location: Salt Lake City, Utah
Type: Full Time – Salaried Exempt
Start Date: Rolling

About SmartClick
SmartClick is a cutting-edge, digital marketing agency, with offices in Salt Lake City, UT and Boulder, CO, focused on building consumer brands online. We're doing groundbreaking online marketing work with a national client list including prAna Clothing, Armstrong Flooring and Ceilings, Ticla Outdoor Gear, All for Color, Sloane Ranger, Jett Mountain Bike Gear, Big Chill Appliances, Bamboobies, and Melt Organic Spread.

The Position
SmartClick is looking for an extremely bright, creative, hard-working, intellectually curious advertising copywriter. The ideal candidate would have a great mix of writing skills and online social media savvy. If you want the chance to do cutting edge online marketing work in a highly collaborative and creative environment, if you love Facebook, Google, and blogs, this is the position for you.

Position Description
The Advertising Copywriter position is a new position created to support the development of online marketing programs for our clients. Your day-to-day activities will vary, but will likely include:

- Copywriting for Facebook ads
- Copywriting ad creative for Google Ad Words and Yahoo!/Bing ads
- Copywriting promoted posts on Twitter's ad platform
- Writing copy for client emails
- Writing blog posts for clients
- Interacting with bloggers who are writing about our clients
- Writing copy for landing pages for client websites
- Sourcing photos for ads and inspiration

Desired Experience and Qualifications
- 4-year college degree in Advertising, Marketing, or Liberal Arts, or equivalent experience
- Strong creative writing skills
- Strong ad copywriting skills
- Intellectual curiosity
- Sense of humor
- Creativity
- Extreme, almost fanatical detail orientation
- Ability to juggle multiple tasks and clients
- Strong maturity level and work ethic
- Experience with content management systems
- Experience with email marketing
- Experience with blogs and blogging
- Experience with Facebook, Fan acquisition, and Fan Page Apps
- Familiarity with Facebook Advertising
- Familiarity with Google AdWords
- Familiarity with html and css
- Climbing, Yoga, Consumer Fashion, Outdoor experience a strong plus

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Boulder, CO Salt Lake City, UT

Salary:	$30-$35,000 Annually, depending on experience
Relocation:	No relocation assistance available
Benefits:	Eligible to participate in Medical Plan (Spouse paid for) after 2 months of service 15 Days Vacation Annually (accrued based on service) plus 5 Personal Days Flexible Work Hours, especially on Powder Days
Apply:	Send your resume along with links to your portfolio to Work@SmartClickAd.com
Deadline:	Rolling