

**NORTHWESTERN PUBLISHING HOUSE
JOB DESCRIPTION**

Job Title: Advertising and Marketing Copywriter
Department: Marketing
Reports To: Marketing Director
FLSA Status: Nonexempt
Prepared: July 2013
Employee:

GENERAL RESPONSIBILITIES

Write effective advertising copy for NPH publications and selected non-proprietary products.

Other duties as assigned by the Director of Marketing Services.

SPECIFIC RESPONSIBILITIES—ADVERTISING

Copy Writing

Create copy for advertising projects, conducting necessary research and maintaining effective communication with coordinators.

Provide advertising concepting assistance by collaborating with Marketing coordinators, the Senior Designer of Advertising Services, and Design Services Director.

Participate in Advertising and Marketing meetings.

Attend advertising and product concepting meetings and product/advertising information meetings. (PAIM)

Coordinate and maintain Advertising archives.

Create and maintain an electronic advertising copy data base for all advertising pieces.

Create copy for product descriptions to be placed on the company Web site.

Write back cover/package copy for newly released books and various other products.

E-mail Advertising

Create and implement an e-mail advertising schedule/plan.

Write and distribute e-mail advertisements to selected mailing list recipients.

Maintain e-mail address database.

Track results of e-mail advertising.

Maintain NPH Facebook page with regular updates. Post content and respond to customer inquiries.

Miscellaneous

Produce fact sheets on new products to be used as reference by NPH employees (PAIM).

Assist the Marketing Department with information gathering (including surveys) and feedback analysis.

Work with the Marketing Department to evaluate and follow up on the effectiveness of advertising projects.

Electronically track the job status of all advertising projects.

ORGANIZATIONAL RESPONSIBILITIES

Work with the Senior Designer of Advertising Services and the staff of Marketing Services.

STANDARDS OF PERFORMANCE

Attention to detail.

Efficient production (software) skills.

The effectiveness of planning.

The quality of judgment exercised; comprehension of problems; ability to view situations in their proper perspective; the alertness to situations and developments.

The ability to propose and carry out solutions to problems that arise.

The consistency in meeting deadlines for completion of work assignments.

The amount of work actually accomplished.

The quality of the work accomplished.

The professionalism and courtesy extended to co-workers.

The ability to come up with new ideas.

The climate created in the workplace.

The ability to foster a sense of team spirit.

The ability to resolve conflict.

The ability to apply learning.

The company goodwill generated by handling of outside contacts; the success of the relationships maintained and of the communications established.

Attendance--coming to work on time and being at work regularly.

QUALIFICATIONS

Expertise in desktop publishing software: Microsoft Word, Excel

Familiarity with basic operations in Quark Xpress.

Familiarity with basic HTML code.

Knowledge of current advertising trends and marketing concepts.

Knowledge of NPH product lines and experience with their content.