

Marketing Copywriter

Job Description

Overview

The Marketing Copywriter is responsible for coordinating the content marketing and merchandising efforts for clients of Marketing Concepts. The successful candidate will play a fundamental role in the content strategy and development process. Your job will be to develop compelling content, creative concepts and copy designed for website and marketing materials. The goal of this position is to drive sales for the client through a host of marketing efforts, merchandising and selling skills performed by Marketing Concepts with a final result in increased sales and profits for the customer.

Job Responsibilities

- Aggregate and develop unique content to be used on digital media such as websites, catalogues, e-blasts and social media.
- Read and analyze technical information for each product for presentation in the various marketing channels.
- Work with clients and/or their vendors to obtain and create effective product content including images, videos, etc.
- Create product content for client sites that supports current Search Engine Optimization (SEO) best practices.
- Learn and become proficient in the use of company and client software to assist with uploading content to client websites.
- Assist in the analysis and communication of reports delivering summary results of all marketing efforts by Marketing Concepts for the client.
- Develop and maintain a library of current reference materials.
- Proof reads and edits as necessary. Considers copyright laws such as registered and trademark symbols.
- Consistently promote and strive to improve business sales and marketing initiatives.

Required Skills

- 2-3 years of copywriting experience.
- Demonstrated understanding of retail and online selling and marketing techniques used to drive sales
- Strong portfolio of creative writing that demonstrates originality, innovation, and results oriented copy.
- Advanced oral and written communication skills with all levels of client employees and management
- Excellent organizational skills
- Quick learner with excellent general computer/MS Office skills and Internet savvy
- Ability to work independently or as a team player
- Self-motivated, ambitious, and driven to succeed
- Ability to multi-task in a fast paced environment with a willingness to learn

Position Details

- Full-time employment to work out of our office in Spicer, MN. Remote workers need not apply.
- Position is contingent upon satisfactory criminal background check.

Benefit Package includes: Paid time off, health/dental/life/disability insurance, paid holidays, flexible spending/cafeteria plan, 401k match, casual dress code and a flexible work environment.

If you're interested in joining our team, email resume and salary history to: HR@marketingconcepts.com

1300 Park of Commerce, Suite 164
Delray Beach, FL 33445

130 Lake Avenue, PO Box 152
Spicer, MN 56288

www.abilitycommerce.com

Telephone : 561-330-3151
Facsimile : 561-330-3154

Telephone : 320-796-6245
Facsimile : 320-796-6036