

HEAD COPYWRITER

BRIEF JOB DESCRIPTION:

Performance Bicycle, the nation's leading multi-channel retailer of bicycles, parts and accessories, seeks a lead copywriter with deep cycling knowledge to lead the development of product copy and brand copy that positions Performance and Nashbar as industry-leading, passionate cycling experts. This position leads two copywriters and encourages continuous improvement in work product and processes. The head copywriter works closely with our creative, marketing, and merchandising teams and also conducts extensive research into the products we sell in order to understand and convey unique benefits and attributes.

DUTIES:

1. Lead and supervise copywriters
2. Interface with merchandising teams to create product descriptions for the website and catalogs.
3. Work with creative and marketing teams to create email campaigns, homepage promotions, catalog headlines, corporate and program copy, collateral and package design copy and other customer communications.
4. Build appropriate copy to optimize search results and to attract our target audience.
5. Develop copy for "How-To" and buyer's guides.
6. Build the Brand Voice with consistent application of style guide direction
7. Enter specs into product database
8. Manage copy workflow and meet deadlines for print and online projects

REQUIREMENTS:

1. 5-6+ years experience writing for marketing communications
2. Strong portfolio of writing in cycling field with examples of both technical and creative work
3. Advanced knowledge of cycling disciplines and related technologies
4. Proven ability to lead and develop people
5. Proficiency with Microsoft Office applications
6. Ability to successfully self-manage multiple projects
7. Excellent attention to detail and quality proofreading skills
8. High level of productivity
9. Excellent verbal communication skills
10. Must understand technical web concepts, SEO techniques

Performance Bicycle offers competitive wages, a comprehensive benefits package including a generous employee discount program, and opportunities for advancement. This is a great opportunity for a rewarding career in the cycling industry!

Performance is looking for passionate and enthusiastic individuals to join America's #1 retailer of bicycles, parts, and accessories. If you are interested in joining the best, then take a moment to apply by:

- Emailing your resume to vp@performanceinc.com or
- logging on to www.Performancebike.com , go to the 'Job Opportunities' page, print out an application form, complete the application form and fax it to Human Resources at 919-942-5431.

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