MediaFuel
DIGITAL AGENCY

Job Title: Copywriter/Content Strategist
Reports To: Creative Director
Effective Date: As soon as available

Job Summary:
A copywriter/content strategist at MediaFuel Digital Agency is a flexible, creative, and important collaborator on our Creative Team. You must be able to generate compelling ideas and write in a wide variety of formats for a wide variety of clients, making sure to keep on brand and consistent across all applications/channels.

Duties / Responsibilities:
- Manage multiple assignments simultaneously within established timeframes.
- Write for both B2B and B2C clients and demonstrate an understanding of different voice styles that appeal to various target markets.
- Adhere to and help inform each client's marketing initiatives calendar.
- Create content with keyword research, user experience, conversion rate optimization, and SEO in mind.
- Draft copy for multi-touch email and outbound call campaigns that will achieve above average open and click through rates.
- Research topics and conduct interviews as necessary to create thought-provoking content.
- Write digital content such as eBooks, web pages, blogs, email, and social media.
- Work in tandem with a creative partner to create memorable, engaging, on-strategy work that makes real connections with the intended audience.
- Write compelling content for print material such as articles, advertisements, publications, brochures, and press releases.
- Write video script content for various types of videos (explainer, promo, product, animation, and interview), with a firm grasp of both audio and visual direction.
- Actively participate in internal strategic meetings, creative meetings, brainstorming sessions and client presentations.
- Research and stay up to date on the latest industry trends.
- Other duties as assigned.

Apply if you are/have:
- A conceptual thinker who comes up with "big Ideas" for clients and applies the idea through your work.
- Proven ability to present work clearly and persuasively, articulating the creative vision and the rationale behind it.
- Motivative around other creatives.
- A positive and professional attitude even in challenging situations.
- Excellent verbal and written communication skills (including grammar knowledge).
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Basic understanding of writing for search engine optimization
- Proficient with Microsoft Office and Google Suite software

Education and Experience:

- Bachelor's Degree preferred
- 2 years agency experience required
- 5+ years of experience writing creative content for a variety of digital and print mediums