

Jr. Copywriter Wanted at our company (Miami)

Location

Florida

<https://www.genclassifieds.com/x-694980-z>

The Jr. Copywriter's main objectives are: to copy and concept in the production of advertising; and to work with Art Directors as a team to interpret copy/concepts into completed design. In addition to having contact with the Client (along with others on the creative team), it is expected that the Jr. Copywriter will provide all the necessary support to the Creative team for the day-to-day maintenance of accounts. The Jr. Copywriter's principal responsibilities are: Working with Copywriter & Art Director in developing ad campaigns and for print, broadcast, direct mail, and other forms of promotion for clients and agency. Writing ads which help to build awareness of client product benefits and stimulate sales. Striving for excellence in copy/concept which helps agency gain recognition for excellent work in agency and business communities. Striving to meet assigned deadlines. Alerting Senior Art Director/Creative Director/Traffic Manager if deadlines cannot be met for any reason, or if an extension is required. Working with production personnel providing complete input, and any instruction and supervision required to smoothly complete production of approved design. Providing all required specifications (inks, papers, sizes, etc.) to Production Manager.

Reviewing all production materials on assigned projects, and signs off prior to forwarding job to Traffic Manager for further required approvals/outside production. Having copy oversight of creative product from inception through completion to ensure a high level of quality and maintenance of concept through approval of design. Word processing all advertising copy for copy approval, downloading into design/layout software, etc. Researching clients' products/services/image to ensure ability to write accurate, on-target copy/concepts for assigned projects. Working to ensure that copy/concepts serve the purpose of selling the client's product/service/image first and foremost, according to the strategic creative plan. Assisting in writing proposals, marketing plans, publicity, etc., as required. Assisting in drafting company newsletter; oversees production of agency newsletter. Bachelor's degree in Communication, Advertising, or Fine Arts. At least two (2) years of advertising experience a must. Fluent in English & Proficient/Fluent Spanish (both verbal and written). Equitable work experience. Excellent communication and writing skills. Solid analytical and organizational skills. Robust interpersonal and presentation skills. If this jobs sounds suitable for you, and you would like to find jobs like this or similar ones, please visit us: [freelancingwork.co](https://www.freelancingwork.co)



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