



Guiding non-profits to success & sustainability

Position: Copy Writer - Intermediate
Reporting to: Client Services Manager
Work Centre: Virtual
Compensation: As agreed
Start Date: TBD

Position Overview:

Reporting to the Client Services Manager, the Copywriter (Intermediate) will have the ability to work efficiently and independently in a fast-paced, results-orientated virtual team relationship. The Copywriter must be creative and enjoy working in/with a small, entrepreneurial environment with strong proficiency in writing prompt and quality communications in support of our clients' goals.

Responsibilities:

1. Submit well-structured drafts to senior copywriters and editors within deadlines
2. Create promotional text for online ads, banners, brochures and social networks
3. Create clear and compelling copy to engage and inform a variety of audiences
4. Implement SEO practices to increase blog posts' visibility
5. Participate in email marketing campaigns / Update existing content web pages
6. Upload and monitor various social media platforms for a variety of clients
7. Conduct basic keyword research
8. Review and edit the work of others to maintain a consistent 'voice' for a client
9. Coordinate with designers to complement text with images, graphics and charts

Qualifications:

1. Three years proven track record working in a copywriting capacity
2. Proficiency in use of social media platforms, including Facebook, Mailchimp, etc.
3. Hands-on experience with Content Management Systems (e.g. WordPress)
4. Fluent in Microsoft Office Suite (Word, Excel, Powerpoint)
5. Ability to edit while maintaining quality and deadlines
6. Excellent skills in English with strong attention to grammar, spelling and punctuation
7. Copywriting samples; a portfolio of published articles is a plus
8. Basic knowledge of SEO and keyword research tools (e.g. Keyword Planner and Moz)
9. Solid time-management skills

For more information on our company, please visit: GMFPartners.org