

**Job Title: Copywriter**  
**Department: Creative Department**

**Status: Full-time, Exempt**  
**Reports to: Creative Director**

**Position Summary:** Junior Copywriter will be expected to create compelling content for multiple platforms both online (websites, eblasts, digital ads, social media) and traditional (outdoor, print, radio, guerilla, direct marketing, fax blasts, etc.).

**General Purpose:** To woo the audience with compelling content and ideas.

**Essential Functions:**

**Writing Copy**

- This ain't for English majors who love Oxford commas. We're looking for a person with a smart, quick-witted grasp of the English language, but who also knows how to write like a human. Think of a mix between *The Far Side Gallery* comics and *Fast Company*. Informative, yet interesting.
- You'll need to write long copy (brochures, websites, etc), as well as smart, pithy copy (ad headlines, outdoor, etc).
- You'll need to be able to write fast and juggle multiple projects.
- You'll need to be able to proof other copywriters and designers. Designers can't spell a lick. Seriously, they're horrible.
- You'll be expected to be proactive in researching audiences, clients and products. We'll give you all the support you need, but you'll need to "dig" on your own.

**Working Well with Others**

- You will work with account executives, designers, project managers, product managers and clients on an hourly basis. If you like people, great. If you're a hermit who likes to hide in a cubicle, go work for an engineering firm (no offense to engineering firms).
- We need someone who disagrees politely and supports others. We fight with love and we're all very nice people here.
- Be courteous, be polite, be on time and be smart.
- Ask questions. Don't hide.
- Be a team player

**Brain Power**

- Are you curious? Good. You'll soon become an expert on tires, baseball, firearms, optics, trains and anything and everything in-between. And if you can't become an expert, by gosh, at least sound like an expert.
- Do you like proofreading? Good. Did you notice the misspelling in that last sentence? You just may work out.
- Do you like to present? Don't worry. We'll make you better. But you will be expected to present your ideas to the Creative Director, account people and other team members.

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- We brainstorm here. We try to do it every day. So you'll be sitting with designers and thinking up ideas.

**Essential Skills & Experience:**

- Microsoft Word
- PowerPoint
- Familiarity with Instagram, Facebook and what all the cool kids are doing
- Fax machines. Seriously. No, we're kidding.
- <1 to 2 years' experience in marketing and advertising. Blogs and poetry don't count.

**Nonessential Functions, Skills & Experience:**

- Be familiar with Luke Sullivan and Gerry Graf

**Physical Demands & Work Environment:** The physical demands and work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical demands: While performing the duties of this job, the employee is occasionally required to stand; walk, sit; use hands to finger, handle, or feel objects, keyboards, office equipment, reach with hands and arms; climb stairs; balance; stoop, kneel, crouch, talk and hear. The associate must occasionally lift up to 20 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral, vision, depth perception, and the ability to adjust focus.
- Work environment: The noise level in the work environment is usually moderate.

**General Sign-Off:** The associate is expected to adhere to all company policies.