



COPYWRITER JOB DESCRIPTION

Job Description:

At Red House, copywriters are strategists, producers and storytellers that use language to bring ideas to life. They lead projects into uncharted creative territories without blinking. They solve commercial and advertising strategy and positioning challenges. They're language aficionados, but approach projects with rational, collaborative and innovative mindsets. They can write for any medium and any length, in almost every voice, always mindful of how it sounds and reads. Ideal candidates have 3+ years of experience. If you match the description below, email your resume and cover letter to mblint@redhousecom.com. Here's what you should know about the Copywriter role at Red House:

Primary Responsibilities: Copywriting/Editing

- Personally write copy and edit copy for several clients at Red House
- Interact with Art Directors to develop creative concepts and executions of assigned jobs
- Possess solid understanding of the business and market dynamics of assigned clients
- Work closely with account executives to schedule and monitor all projects
- Provide accurate time and production cost estimates for recommended techniques
- Perform miscellaneous tasks, as directed by Managing Director/Creative Director
- Secondary Responsibilities: Vendor and Client Relationships
- Foster good working relationships with third-party vendors
- Advise client on all technical visual recommendations and/or issues.
- Help facilitate both the input and creative meetings
- Assist in making presentations to client

Skills Required:

Demonstrated complete understanding of:

- Advertising and marketing copywriting techniques
- Sales and direct response strategies
- Conceptual and campaign tactics and extensions
- Different copy tones and voices
- Audience reading habits and behaviors
- Web copy and social media copy best practices
- Radio and Television production
- Long format article copy and short format advertising copy
- Speaking and presentation skills

Demonstrated ability to:



- Communicate thorough knowledge of assigned product(s).
- Provide effective direction at radio records and television shoots
- Effectively edit and re-edit print-ready copy
- Effectively meet deadlines and receive feedback
- Effectively handle multiple assignments at one time
- Manage challenging situations both internally and with the client
- Command respect of freelancers and designers and be able to effectively oversee their work

On any given day you might:

- Craft stories and build brands through campaign level thinking and execution
- Receive critical and constructive feedback on your work
- Make adjustments on the fly to satisfy project requirements
- Build comprehensive brand voices through multiple platforms and channels
- Oversee the creation and production of copywriting for our clients
- Collaborate with Art Directors and Creative Directors to execute the copy portion of a campaign
- Work with and mentor junior creatives, guiding them to push their work to new levels
- Partner with other disciplines when possible to create the best possible work

The ideal person:

- Has proven skills in the areas of long-form and short-form copywriting
- Enjoys mentoring junior copywriters and is interested in cultivating strong leadership skills
- Is a fresh thinker who embraces challenges and new methods of thinking
- Can inspire and lead a team through multiple on-going projects and timelines
- Is self-motivated with a positive attitude and strong communications skills
- Does not shrink under pressure or deadlines
- Is looking for a place to work that is busy, fast-paced, and high energy

Additional Note: If you have a great Art Director partner, Red House would consider hiring a creative team.

