

OPEN POSITION
SENIOR COPYWRITER
—
DIGITAL MARKETING

SEPTEMBER 2019





TBH Creative is an internet strategy agency founded in 2004 by Tatum Hindman. We are a small, motivated team, and we work on awesome projects. We are hardworking. We never miss a client deadline.

Our office is located in Carmel, Indiana, in the Yeager Office Suites of Carmel (Keystone and Carmel Drive).

We support our client's business goals by building websites and digital marketing campaigns based on what their target audience needs and wants. We are enthusiastic, collaborative, and take pride in our work.

Everyone we hire is smart, creative, hard-working, talented, and willing to help others succeed. We are looking for a passionate big thinker who thrives in a fast-paced environment with firm deadlines and wants to build a copywriting career that will propel their future.

TBH Creative's **senior copywriter** will be responsible for writing, editing, and proofreading exceptional, optimized content that is clear and cuts through the noise, stops scrolling fingers, and creates a better customer experience (and exceeds client expectations).





Responsibilities

Day-to-day, you can expect to spend your time:

- **Writing and editing copy** based on a strategy that drives narratives, sells products/services, and highlights offers/campaigns.
- **Adapting your writing style/tone** per brand guidelines and target audience needs.
- **Working on many different projects for a good mix of clients**—with regular opportunities to expand your skillset.
- **Researching the latest changes in SEO and SEM**, and keeping the creative team up-to-date on trends and significant shifts in best practices.
- **Interviewing clients/customers, as needed**, to get information to fill in content gaps.

Must-Have Qualifications

- Education required: Degree in Marketing, English, Journalism, or Creative Writing.
- Minimum years of work experience: 5 years of professional copywriting at an advertising agency or in-house agency.
- Writing portfolio must-haves: Examples of copy for websites/microsites, landing pages, blog posts and pillar pages, email campaigns, social posts, and paid ads.

NICE-TO-HAVE SKILLS, COMPETENCIES & ABILITIES:

- Mastery of short-, medium-, and long-form storytelling for different channels.
- Track record of creating content that converts customers and supports sales goals.
- Experience adapting style and tone per brand voice guidelines and target audience.
- Working knowledge of keyword research and SEO standards for fine-tuning copy.
- Good attention to detail and ability to work within set processes with accuracy.
- Strong organizational skills and experience juggling multiple projects at once.
- Ability to make quick, sound decisions grounded in data and marketing research.
- Comfort presenting work to clients (and providing a rationale for creative decisions).
- Familiarity with Google Drive.

ARE YOU A GOOD FIT?

**LET US KNOW BY FILLING OUT
OUR ONLINE APPLICATION**

Know someone? Please send them to TBH Creative's website:
<http://www.tbhcreative.com/careers>

THANK YOU