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SwimCreative.com

Copywriter

Job Description

The Copywriter is primarily responsible for the concept and writing of all content for Swim's digital and traditional ad/marketing campaigns. This person always strives to think past what is obvious to find the nugget of truth and say it in an interesting way. They also have the confidence to write both long and short copy depending on the project.

Written content will include, but is not limited to, websites, digital advertising, social media, online video, email marketing, blogs, print, TV, outdoor, brochures, direct mail, collateral and newsletters.

Job Duties

- Write strategically and creatively in a manner that achieves client objectives
- Collaborate with the entire team to produce outstanding creative work in all categories
- Write online content and to optimize website copy for optimization
- Contribute to the development of creative briefs and brand strategies
 - Work with client to discover their Unique Selling Position (USP)
 - Research the client category and their competition
 - Find insights about client's target
 - Shape tone and voice, create messaging that resonates with the target
 - Execute creative concepts and copy based on target and strategy
- Participate in video shoots and edits
- Proofread copy and final work
- Stay current with marketing trends

General Knowledge and Concepts

- Confidence to develop mind-blowing ideas, while staying on strategy
- Experience with writing online content for web, social media, blogs, digital advertising, email, etc.
- Experience with writing traditional content for TV, outdoor, direct mail, print, etc.
- Ability to present and defend work with solid rationale

Preferred Skills

- 3-5 years of copywriting experience in the field of marketing
- Bachelor's degree in journalism, communications, marketing or a related field
- Team player who is highly organized and can follow agency processes

Send portfolio and resume to Work@SwimCreative.com