

# Mid-level Copywriter

<b>Remuneration:</b>	negotiable cost-to-company
<b>Location:</b>	Johannesburg
<b>Job level:</b>	Junior/Mid
<b>Type:</b>	Permanent
<b>Company:</b>	Ad Talent Africa

**Who we are:** We are a digitally-led, integrated agency that has been at the cutting edge of the South African communications industry for over 21 years.

**What we do:** We build binge-worthy digital experiences for our customers.

**What we are looking for:** We are seeking a mid-level copywriter to join our phenomenal team.

## What you will do:

- Interpret creative briefs to develop and produce creative concepts through the execution of assigned brands
- Research and understand the client's needs and target audiences, through online searches, reviews of existing research, interviews with subject matter experts and in-person meetings
- Write original copy and edit content for a range of corporate marketing and communications materials
- Collaborate with a team of account managers and creative staff from concept development to delivery of the final product
- Present copy concepts and final deliverables to the internal team and to client representatives as needed and participate in client pitches on occasion
- Revise copy based on internal and client feedback/direction

## What you must have:

- Bachelor's degree in journalism, English, communications, or a related discipline
- Minimum of four years' copywriting experience with a solid portfolio of work
- Exceptional writing and research skills
- Ability to work independently and with a team to meet deadlines
- Excellent organisational skills and multi-tasking ability
- Proficiency in Microsoft Word, Excel, and Adobe Acrobat Pro
- Social media or content marketing experience is a plus
- Proofreading experience and familiarity with standard style guides are a plus
- Experience working with content management systems like WordPress, etc
- A keen eye for detail and appreciation of great design

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