



SILVR JOB DESCRIPTION

POSITION TITLE:	COPYWRITER
REPORTS TO:	COO
DEPARTMENT:	Creative
EXEMPTION STATUS:	Salaried Exempt

POSITION SUMMARY

The Copywriter is responsible for the research, creation and implementation of all digital media content. This position will be highly integrated with the entire Digital Marketing team. Creates and owns project schedules and timelines, effectively communicates with internal team members, and follows through to make sure all projects are delivered on time and with clear direction.

You will help us use web technologies to achieve our business growth goals. You will identify needs and new opportunities and aspire to increase brand awareness. You're a tech-savvy trendsetter who has innovative ideas to improve customer experience. Ultimately, you should be able to effectively connect our brand with our online customers.

SCOPE OF POSITION

The Copywriter's primary responsibilities will focus on the following requirements. Additional requests may be made to support the needs of the company as necessary.

- Work directly with strategists, clients and all members of the SILVR team to collaborate on content schedules, copywriting projects and search engine optimization efforts
- Write clear and persuasive copy for websites, blogs, brochures, ads, social media platforms and other means of advertising
 - 10 to 12 pages of copy per week
 - Optimize all long copy for user experience and on-page SEO (includes titles, descriptions, header numbering instructions and inner-linking).
 - Manage client revisions
 - Upload content to client websites
- Research medical procedures and products to ensure accurate descriptions
- Establish, create and maintain content sources
- Revise, edit, and proofread content as needed
- Work closely with designers to create custom graphics for web copy projects
- Use of Google Apps suite, WordPress, MailChimp, Basecamp and Harvest
- Continuing education: webinars, seminars, workshops etc.
- May assist with overflow work as needed

QUALIFICATIONS

- 3+ years of marketing copywriting experience (preferably in an agency setting and/or for B2B communications)
- Passion for writing creative and strategic marketing copy
- Ability to translate creative concepts into strategic copy
- Superior language, grammar and creative writing skills
- Ability to work collaboratively as a member of an internal creative team and as a resource for different marketing teams
- Solid research skills and ability to synthesize and summarize key information
- Excellent project management skills
- Ability to effectively multi-task in a deadline-driven environment
- Ability to complete projects efficiently with minimal direction
- Bachelor's degree or equivalent (in advertising, marketing, journalism, PR, communications, English or related field preferred)
- Experience in the digital marketing industry (preferred but not required)

COMPETENCIES

Organizational Competencies

Customer Focus - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Dealing with Ambiguity - Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.

Learning on the Fly - Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.

Problem Solving - Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.

Position Competencies

Action Oriented - Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.

Composure - Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Decision Quality - Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgment; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.

Developing Direct Reports and Others - Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; cooperates with the developmental system in the organization; is a people builder.

Directing Others - Is good at establishing clear directions; sets stretching objectives; distributes the workload appropriately; lays out work in a well-planned and organized manner; maintains two-way dialogue with others on work and results; brings out the best in people; is a clear communicator.

Informing - Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organization; provides individuals information so that they can make accurate decisions; is timely with information.

Managing and Measuring Work - Clearly assigns responsibility for tasks and decisions; sets clear objectives and measures; monitors process, progress, and results; designs feedback loops into work.

Managing Vision and Purpose - Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision shareable by everyone; can inspire and motivate entire units or organizations.

Motivating Others - Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person's hot button and use it to get the best out of him/her; pushes tasks and decisions down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.

Peer Relationships - Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

Planning - Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.

Priority Setting - Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.