

Job Title: Copywriter**Role Brief :**

We are looking for a copywriter to develop and manage content for clients across various industries. The incumbent should have the ability to write catchy, persuasive copy that sells every client's products or services and brainstorm copy ideas and possible angles for client's requirements. You will in turn get to work with and learn from the best in class and experienced team of passionate people and get exposed to various multinational and public organisations.

Roles and Responsibilities:

- Understanding and interpreting client briefs
- Researching clients, their competitors and the target audience
- Producing original, clear and credible ideas/messages/scripts, and presenting these to clients and colleagues
- Writing various copy options, which may be presented to the client as a story board (a consecutive series of frames depicting the script and drawings that may be used).
- Overseeing the production phase, booking and liaising with designers, illustrators, printers, photographers and production companies.
- Liaising with clients and colleagues, and meeting project teams to consider advertising requirements
- Updating and amending campaigns according to feedback
- Writing reports.

Experience:

2 to 5 years' experience in Copywriting, preferably in an advertising setup

Key Skills:

- Refined Writing Skills
- Stellar Research Skills
- An Understanding of User Experience
- Writing with Empathy

Academic Qualifications:

- Bachelor's degree in English, journalism, communications, advertising, marketing or Public Relations