

## **COPY WRITER / STRATEGIST JOB SPEC**

Are you a millennial copy writer looking to change the world? This job is for you!

[dot]GOOD, South-Africa's only dedication for-good marketing and implementation agency, bridges the gap between the greater good and the bottom line. They work with brands wanting to make a difference and large not-for-profit organisations. They are looking for a bright and talented mid-level copy writer to join their dynamic team.

A successful candidate would report directly to the Managing Director and be responsible for the following:

- Conceptualising world changing ideas
- Writing pitch winning proposals
- Writing thought provoking media releases / opinion pieces / articles
- Writing behavior changing social media plans
- Writing compelling copy for other for-good marketing material

### **Skills:**

- Excellent command of the English language
- Excellent attention to detail with regards to spelling and punctuation
- Minimum of 5 years' relevant copywriting experience
- Ability to solve organisational challenges based on sound marketing principles
- An understanding of the South African consumer landscape
- Ability to present to a group
- Confidence to engage with clients at a senior level

### **Requirements:**

- Comprehensive understanding of marketing, advertising and communication theory and practice
- A can do attitude
- Qualification in copywriting from a reputable institution
- Experience in working on marketing related projects / campaigns
- Ability to come up with concepts that engage the hearts and minds of consumers
- Ability to work well under pressure
- Ability to clearly and concisely communicate concepts verbally and in writing
- Passion for people and the planet
- Needs to be a team player

**Advantageous:**

- Below-the-line marketing agency experience
- Journalism experience
- Experience working in the NGO / Sustainability space
- Social media experience
- Ability to write in one or more African languages

**Application Requirements:**

- A portfolio showcasing conceptually strong work across a number of different platforms