

Job Description

POSITION TITLE

Copywriter

DEPARTMENT

Creative

POSITION REPORTS TO

Art Director and All Senior Staff of Inward Strategic Consulting

KEY DUTIES AND RESPONSIBILITIES

- Deliver creative solutions, tactics and fresh ideas that correspond to Inward's proprietary planning methodologies
- Develop an understanding, appreciation and knowledge of Inward's methodologies, processes and capabilities
- Keep track of assignments and traffic schedules
- Manage multiple projects and timelines
- Keep close communication with the account management team
- Present fresh, innovative and unique ideas to client for feedback and/or approval
- Respond quickly to client's requests
- Understand Inward resources and how to apply them to the client's creative needs
- Provide regular and timely status updates and keep the team informed at all times

EDUCATION

Bachelor's degree in digital marketing, advertising, communications, journalism, public relations, writing or organizational design.

EXPERIENCE REQUIRED

- 6 or more years of experience as a proofreader or copywriter at an ad/promotion agency, creative design firm, PR firm, shopper marketing agency, web/digital agency or communications consulting firm a plus
- Must possess a strong process and operations mindset
- Ability to prioritize and multi-task
- Must possess strong interpersonal communication and presentation skills
- Ability to positively influence others through persuasive expression of points of views
- Outstanding writing skills are critical to this position to produce clear, concise and grammatically correct copy
- Familiarity of AP style and journalistic preferences is desired
- Proficiency with PC format, Microsoft Office, including Word, PowerPoint and Excel
- Ability to work in both Mac and PC environments





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ABOUT US

Inward Strategic Consulting is a Boston based, Internal/External Brand Consulting firm that specializes in vision, mission and values, team alignment, internal branding, change communications, external branding and communications planning. In addition we offer full-service marketing intelligence and research. We bridge the gap between strategic consulting firms and traditional advertising/communications companies.

We serve world class clients with our proprietary collaborative processes and thought leadership which are best in class. We are always client focused, with innovative talent and project management that foster long-term relationships and provide real value.

We are growing with many new nationally and internationally recognized client brands. We are expanding our capabilities and are adding fresh new tactical/executional capabilities that require us to hire a talented, self-motivated Copywriter. Inward has proprietary methods, processes and frameworks that sequentially improve employee awareness and understanding. As a result, our employees become committed and engaged which ultimately changes behavior to become supportive of strategic initiatives and brand programs. This is enabled through persuasive communications, creative expressions through experiential events, training, gamification, peer to peer and HR communications and recognition and reward programs.

COMPENSATION

Compensation will be commensurate with experience. Full benefits package includes health, dental, 401K, life insurance, vacation, PTO and more.

DESIRED SKILLS, EXPERIENCE & PERSONALITY

The ideal candidate will have a hands-on approach to creative problem solving in an efficient and timely manner. We are looking for someone who is a self-starter but at the same time can work within a team environment. This person must be able to adjust to a rapidly changing environment as demanded by our client, a world class financial services firm. He or she must be a collaborative person that recognizes that great creative ideas can come from anywhere or be based on the team's abundant mentality. The candidate must have a sense of humor and be a people person as this individual will communicate with the client regularly. This is a chance to be part of a growing and exciting corporate culture of inclusion and collaboration, creative excellence, productivity and efficiency.

