

JOB DESCRIPTION | JUNIOR COPYWRITER

Copywriter

We're looking for a Copywriter with 2-3 years of digital agency experience. The candidate should have strong creative & ideation skills and a portfolio of work, which demonstrates campaign ideation & copywriting for all types of branded digital & social content. This would involve ideating for digital/social campaigns, as well as copy for regular social activity. The candidate should have skills to write copy/scripts for ad/digital films. He/She would also be involved in generating new age content ideas for brands i.e. AR Filters & Gamified Content.

Responsibilities

- Write copy for a variety of media including social, print, video, and online.
- Edit and proof work to ensure high editorial standards are met across all content outputs.
- Collaborate with design & marketing to oversee campaign and social execution.
- Drive brand consistency across all communications.
- Develop and implement brand guidelines.
- Stay current on digital & media industry trends to come up with new and relevant ideas.
- See projects through the whole creative lifecycle, from inception to deployment.

Qualifications

- Great writing and communication skills.
- 2-3 years of copywriting experience, preferably with a digital agency.
- Strong creative thinking skills and ability to think conceptually to come up with ideas.
- Comfortable working independently with little direction under tight deadlines.
- Excellent writing, editing, and proofreading skills with a strong eye for detail, language, flow, and grammar.
- Proven ability to demonstrate brand voice.
- Excellent portfolio of work.

About The Content Lab

The Content Lab is a Mumbai based creative content studio with work spanning across TVCs, Digital films, Motion Graphics, AR Filters and Digital Marketing Solutions for the evolving digital space. See more on www.thecontentlab.in.

Please mail us at jobs@thecontentlab.in with resume & work links.

THECONTENTLAB

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