

Content Copywriter

Description

REMOTE-FIRST CULTURE! Work from anywhere in the US! Home, WeWork, your mom's house, you choose! Our team is 100% remote-first, with hubs in LA and NYC. All employees can have an All-Access WeWork Pass to collaborate with teammates in your area or to simply change up your working environment. Strong & tight-knit culture important to you? Us too! We've always been remote-first, and we've built a thriving culture. From zoom coffees to in-person hangouts, we thrive as a connected team. Most positions require some travel or time on site because of the needs of the role. For example: team meetings, client meetings, on-site production. Talk to your recruiter for more info! THE ROLE We're looking for self-starters, makers, doers, and creative visionaries to dream up and lead disruptive and groundbreaking marketing. We're looking for people who share our mission to spread joy. The ideal candidate is obsessed with culture and insights, with a passion for innovation and new digital and social platforms. You'll be working on organic brand channels, viral content ideas, headline-grabbing projects, video marketing and more, while working at the speed of social. This person has a background in creating reactive and organic content at a creative agency, lives for the social buzz, focuses on customer engagement, intuitively understands client needs, develops & delivers killer proposals, and orchestrates home-run projects that leave clients begging for more. You have extensive experience across social media, a track record of disruptive brand marketing, and a bent to building creative solutions based around cultural trends. RESPONSIBILITIES Concept and execute world-class, cross-channel organic content alongside our content creation, strategy, and account teams Extend and enhance M+S's approach to creative disruption Become a world leader in organic social-first marketing, and lead brands to cultural relevance Invent new ways for brands to utilize TikTok and other new digital platforms, to drive virality, develop engaging brand channels, and innovate influencer campaigns Create organic and reactive content across social and invent ways to engage on emerging platforms Think holistically about the company's growth, and develop marketing materials and strategies to attract new clients (presentations, social media, blog articles, etc.) Partner with the content creation and strategy team to see the creative vision carried through to delivery QUALIFICATIONS 5-8 years of experience in a copywriting role at creative advertising agencies focused on cross-platform social content and brand channels Strong copywriting and brand strategy experience Out-of-the-box creative thinker with portfolio of disruptive work Experience taking projects from concept through delivery Deep understanding (and obsession) with entertainment and social storytelling formats of today, such as TikTok, and a high interest in new and emerging social platforms. A low interest in traditional media Can work autonomously and entrepreneurially Possess a confidence while presenting creative decisions to both internal and external stakeholders Spread Joy! "We look forward to hearing from you!" BASE SALARY RANGE Our estimated range for this role is \$100,000-110,000* *Don't let this range drive your decision to apply. Actual compensation packages are based on the level of skill and experience each candidate brings to their role. Similarly, there might also be a more senior or junior position available, that would be a better fit with your expertise. For example, a person may apply for a Senior Creative Producer role, and we may assess that their skills are at the Creative Producer level. Each level has its own compensation range. At Movers+Shakers, we pride ourselves on competitive salaries, and we work hard to ensure there is pay equity across the company. We welcome open and honest conversations about compensation in all of our initial

Hiring organization

Movers+Shakers

Job Location

Los Angeles, California, United States

Base Salary

\$ 50000 - \$ 72500

Date posted

April 24, 2024

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calls. We look forward to meeting you! Please mention the word ****FONDNESS**** and tag `RMzQuMjEwLjluOTU=` when applying to show you read the job post completely (`#RMzQuMjEwLjluOTU=`). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

Job listing via RemoteOK.com