

Marketing Copywriter

Description

About The Role Weâ€™re looking for a Marketing Copywriter to join the Marketing team, working remotely in Canada. Reporting to the Writing Lead, youâ€™ll be a part of the Writing team who are responsible for the way KOHO talks across brand and product touch points. Youâ€™ll be the go-to writer for lifecycle communicationsâ€”writing emails, newsletters, SMS and push notifications across the funnel. Youâ€™ll also stretch into other writing projects to support the Writing team. This role is totally for you if: You love language and its power to persuade and convert. You simplify complex ideas into compelling, action-oriented marketing copy. Youâ€™re analytical too. You understand how your role affects campaign conversion and youâ€™re always on the lookout for opportunities to improve performance. What Youâ€™ll Be Doing Writing, emails, newsletters, blogs, SMS, push notifications, social and paid ads. Supporting the Writing team on other projects, like web and SEO copy. Collaborating closely with brand designers to bring copy ideas to life Bringing KOHOâ€™s brand voice and style into your writing Articulating the rationale behind your approach and its impact Collaborating with other writers to jam on ideas and share your craft Who You Are 4+ years copywriting or digital marketing experience, either in-house or in agencies. Fintech experience is a bonus Has a strong portfolio of high-performing copy Has excellent written and verbal communication Can write for different marketing channels and audiences Thinks about the user needs and business goals Is a self-starter with energy, drive and determination to achieve team and business goals Has a sense of ownership over your own work and can incorporate feedback well Is curious about briefs, deliverables, objectives and creative output. Thrives in a fast-paced work environment and is able to achieve quality and speed Please mention the word ****EMPATHY**** and tag `RNDQuMjM0LjE0NS4xMTU=` when applying to show you read the job post completely (`#RNDQuMjM0LjE0NS4xMTU=`). 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

Hiring organization

KOHO

Job Location

Remote

Base Salary

\$ 50000 - \$ 75000

Date posted

June 5, 2024

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