

Marketing Copywriter

Description

About the Job This role will be remote first with some travel through August 2025 with the expectation that employees will begin working 2 days per week in our dedicated office space in downtown SF starting September 2025. Taskrabbit is looking for a creative and analytical copywriter with a strong background in campaign writing and conceiving, content strategy, brand building and storytelling. As Taskrabbit's Marketing Copywriter you will concept and write across all of our marketing channels, including brand/TV/OOH campaigns, paid performance campaigns, email campaigns, in-store IKEA signage, partnership campaigns, lifestyle and SEO blog posts, website and landing page content, executive communications, organic social media content series, and more. You will plan, draft, edit, and publish content that supports brand and messaging strategy for Taskrabbit, including drafting a global editorial blog strategy, creating and updating a cross-functional content calendar, and constantly contributing ideas and aligning messaging for integrated marketing campaigns. You should understand the importance of succinct but clutter-breaking copy and keeping a consistent tone of voice, as well as best practices in video content and production in brand channels as well as a direct response environment. You are a top-notch copywriter, editor, strategist, and creator who is also obsessed with understanding how effective your writing is through analysis of performance data. You have experience adapting campaign and content strategies for a global brand and understand the implications of localization across multiple markets as it impacts scope, timelines, and resources. Additionally, you should have your finger on the pulse of culture and current creative trends, to understand what kind of concepts not only engage and retain customers, but also convert new users for Taskrabbit. As part of the Creative team within the broader Marketing team, you will work cross-functionally with internal business partners on strategy, idea generation and planning, and develop content that helps meet Marketing and company objectives. You also will work with external partners to develop and test new ideas and content programs. Overall, you are a self-starter who is able and excited to help expand our company's global footprint and brand awareness. Join us in transforming lives, one task at a time.

What You'll Work On: Draft concepts, copy, and suggested treatments for brand campaigns, paid performance campaigns, email campaigns, video and radio scripts, OOH campaigns, printed flyers/direct mail, partnership campaigns, in-store IKEA signage, executive and internal communications, and organic social media content series. Draft a global multichannel content strategy, create and update a cross-functional content calendar, execute content strategies, programs, content, and integrated campaigns, and drive initiatives to elevate and evolve the user experience, with the goal of driving web and app traffic, and acquiring and retaining users on both sides of the marketplace. Provide project management to brief teams and produce deliverables, aligning content across channels and markets, ensuring that all content and campaign work is on brand and supports broader team and company goals. Contribute to the strategy and execution of the Taskrabbit blog, writing and posting engaging content for both SEO content and lifestyle, partnership, and educational content on a frequent and consistent basis. Own the content calendar and draft copy for Taskrabbit's website home page updates, service pages or landing page content, and App Store/Google Play Store updates. Proofread, edit and publish content from cross-functional teams or contractors as needed. Use quantitative data to inform content and measure progress; work with channel managers to research, test, and optimize campaigns and content (value propositions, headlines, calls-to-action, concepts, etc.) to determine the most successful engagement formulas that maximize business impact. Leverage the Taskrabbit community — including Taskers, clients and our followers — to

Hiring organization

Taskrabbit

Job Location

San Francisco Bay Area, California, United States

Base Salary

\$ 50000 - \$ 80000

Date posted

June 10, 2024

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generate, acquire and share high-quality user-generated content. Regularly track, analyze, and report on the performance of editorial blog content and campaign copy across channels to the Creative team and greater Marketing department. Must be a team player who owns the challenge and is not afraid to jump in and support on all team projects when needed. Sound judgment, analytical abilities, and ability to determine solutions independently, think creatively, and implement rapidly. Ability to think big, move fast and multitask â?¿ seamlessly switching between content creation, project management, copywriting, ideating, and strategizing. Self-starter able to navigate ambiguity and provide solutions in a fast-paced start-up environment. Develop and maintain strong cross-functional relationships, and liaise with the EU Marketing team on a consistent basis. Your Areas of Expertise: 3+ years experience in conceptual copywriting and campaign writing with a strong track record of storytelling through different marketing channels (please be prepared to share a portfolio of your work) Strong copywriting skills for brand and performance campaigns alike. Should be a skilled writer and verbal communicator, and a conceptual thinker with experience in drafting both long-form and short-form copy (blog posts, ad campaigns, email, social, video scripts, radio scripts, etc). Digital marketing expertise, including familiarity with multiple traffic channels (e.g. blog, email, SEO, paid social). Strong process and project management skills, with proven track record and ability to own and manage projects end-to-end to align teams and produce deliverables. Culturally competent with an understanding of the localization process to develop and leverage content across multiple markets globally. Data driven and highly analytical; able to continually evolve and improve using data to develop content. Stellar organizational skills and ability to juggle multiple priorities and projects concurrently. Demonstrated knowledge of WordPress, Asana, Looker, Google Analytics, CMS platforms. Experience with online community building and engagement. Undergraduate degree in communications, journalism/PR, marketing, English literature, or related field a plus. Compensation & Benefits: At Taskrabbit, our approach to compensation is designed to be competitive, transparent and equitable. Total compensation consists of base pay + bonus + benefits + perks. The annual gross pay range for this position is \$65,000 – \$90,000. This range is representative of base pay only, and does not include any other total cash compensation amounts, such as company bonus or benefits. Final offer amounts may vary from the amounts listed above, and will be determined by factors including, but not limited to, relevant experience, qualifications, geography, and level. Please mention the word ****RESPECTFULLY**** and tag RNTQuMTcyLjExOS4xNDU= when applying to show you read the job post completely (#RNTQuMTcyLjExOS4xNDU=). 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](https://www.RemoteOK.com)