

Associate Copywriter

The **Associate Copywriter** is responsible for supporting the writing team. All work created needs to meet the Marriner standards of great work, but it also needs to achieve the performance goals outlined by the client and target. The Associate Copywriter will be a content workhorse, developing articles, social posts, emails, banner ads and other creative executions based on a conceptual direction—while keeping copy fresh and interesting. The opportunities for growth will come with showing proficiency and development in collaborative brainstorming sessions and showing a capability to turn thought starters into integrated campaigns.

You will be expected to show a dedication to craft and a desire to grow—practice prose, develop a variety of tones, bring forward unexpected and interesting ideas and continually learn and understand new mediums. An entrepreneurial mindset and being a self-starter will be expected, asking to take on initiatives and wanting to try new things. You will also be expected to grow your strategic prowess and understanding of the target market. An entrepreneurial mindset and being a self-starter will be expected, asking to take on initiatives and wanting to try new things. This position will report to the creative director with an adjacency to the Senior Writer.

Specific roles and responsibilities are comprised of (but not limited to) four key areas:

Creative Excellence

- Produce work the department and agency will be proud to share
- Learn to defend your work with skill and grace
- Have a strong command of language and its nuances
- Show immediate proficiency while becoming an expert in different writing mediums—articles, banner ads, scriptwriting, etc
- Have a fundamental understanding of core grammatical concepts
- Attention to detail: write clearly and accurately
- Revise work as needed with accuracy
- Encourage originality and inspire innovation by being a student of great work and sharing best-in-class examples
- Work within deadlines and communicate deadline issues in a timely manner
- Be open to helping improve and/or bring to life ways ideas developed by other members of the integrated team
- Develop a deep understanding of our clients' businesses as well as understanding their target markets

Collaboration

- Be receptive to feedback from internal team and client and be open to problem solving
- Work with the Creative Director and Senior Writer to grow your skillsets
- Find ways to strategically say yes to challenges

- Work with performance team to understand how the work will be measured and to learn how it performs
- Work with Performance and Client Services to develop optimization recommendations based of performance results
- Participate in brainstorming with art directors and specialists
- Collaborate with category experts to ensure work is optimized
- Be available to your team in remote and in-person situations

Professional Organization

- Manage deadlines and resolve issues before they become problems
- Share work with the Senior Writer or Creative Directors in a timely fashion
- Develop writing skills to adapt to best practices of new mediums
- Work to gain new skillsets as needed
- Keep your team informed of your working status
- Communicate clearly and effectively
- Be responsive to communications

Growth

- Listen to and apply feedback from the Senior Copywriter and Creative Director
- Show a constant growth of skillsets
- Be a student of great advertising, working to mimic best-in-class work
- Always ask “why” so you can better understand the root of what is being asked of you

Evergreen Positional Goals:

- Contribute meaningfully to Marriner entries into awards shows
- Share with the team work you found to be best in class
- Always share work with SCW and CD with the goal of reducing the amount of feedback
- Positively impact client perception of the creative work
- Support Marriner new business efforts