

## Senior Copywriter

The **Senior Copywriter** is responsible for leading collaborative conceiving and turning thought starters and into thoughtful, integrated executions. 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. You must write engaging headlines, entertaining short and longform copy, compelling calls to action and be informative in fun and interesting ways. You will be writing and/or advising on everything from social posts to articles to various video formats, etc. A dedication to craft will be expected, with a get-better-every day mentality, learning new mediums and being a student of great work.

You will also need to translate data into personas. To be a champion for great briefs. And to ensure all work is meeting the strategy outlined and is motivating based on their understanding of the target. It's important that you learn to see the world through the target's eyes as you work to motivate them. Mentorship will be expected of this position, helping more junior writers hone their craft. This position reports directly to the Creative Director.

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
- Defend your work with skill and grace
- Have a strong command of language and its beautiful nuances
- Display expertise in standard formats of copy (email, social, scriptwriting, websites, banners, articles, etc.) while developing a deeper understanding of newer mediums
- 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
- 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
- Work closely with the ACD and Creative Director to ensure high quality of work
- Lead brainstorming with art directors and specialists
- Collaborate with category experts to ensure work is optimized
- Work with account executives to ensure project parameters are clear and actionable
- Be available to your team in remote and in-person situations
- Take a leading role in annual planning for clients, understanding the strategic direction, offering recommendations and ideating

### **Professional Organization**

- Take ownership of projects
- Manage deadlines and resolve issues before they become problems
- Continue to 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

### **Mentorship**

- Work with the Creative Director to help disperse the writing workload to the team
- Use soft skills to coach and direct junior writers and content developers
- Utilize junior writers to take appropriate projects off your plate, to ensure you have time to think about bigger ideas
- Don't tell—teach: always provide the “reason why” when offering suggestions to junior writers
- Understand how to advise junior members while allowing their ideas to blossom

### **Evergreen Positional Goals:**

- Contribute meaningfully to Marriner entries into awards shows
- Lead meetings where “great work” around the industry is shared
- Mentor junior writers and help them take the next step in their careers
- Positively impact client perception of the creative work
- Support Marriner new business efforts