



JOB DESCRIPTION:

Copywriter

REPORTS TO:

Creative Director

WHO YOU ARE:

It goes without saying that you're a talented young writer who can write anything and everything. No matter the medium, you always deliver work that'll make someone laugh, cry, click, whatever. But who else are you? First off, you're a thinker. You think about ideas, problems, how to solve those problems, clients, technology, and great work. Your thinking doesn't clock in and out because we all know the big idea can come anytime. Which means you're always thinking of ways to do better work and help your clients succeed. That's right, *your* clients. This brings us to our second point. You take ownership. You know your clients, care about them and their business, and genuinely want to see them succeed. You study their industry, know their pain points, and are always looking to come up with ideas (even when they haven't asked for them) that will help their business. Third, you're proactive. You don't wait around for a job to come your way. You're also looking for opportunities to do something great. Fourth, you believe in this mantra: "no excuses." Maybe you don't know an answer off the top of your head—but that doesn't stop you from digging in and figuring it out. Fifth, and this is very, very, very, very important, you're a decent human being.

WHO WE ARE:

We're a 62-year-old ad agency currently undergoing a creative renaissance. And, yes, it's pretty awesome. With all new creative leadership bringing big agency and big brand experience to the table, we're on a mission to making &Barr a creative force to be reckoned with. And we're well on our way to doing just that. But we're more than just a creative agency. We're also PR, media, analytics. Overall, we're a tight-knit group of thinkers and doers who build lasting relationships by accomplishing amazing things together. With our partners. With our community. With each other.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Writes advertising copy from conception to completion for print, broadcast and online media to promote the sale of goods and services.
- Delivers internal presentations to agency personnel and/or clients.
- Collaborates with art directors production, and, of course, clients.
- Writes in a variety of styles, when needed.
- Participates in strategy design as needed.
- Remains current on industry trends and technologies.

QUALIFICATIONS:

- Bachelor's degree in advertising, marketing, or related field preferred.
- Three to five years of ad agency experience and a strong portfolio of work.
- Burning desire to contribute to our evolving agency and make a difference.

COMPUTER SKILLS:

- Whatever you use to create the awesome things you create.



WORK ENVIRONMENT:

We work in a fast-paced, energetic, creative environment. Occasional travel and overtime may be required.

PHYSICAL DEMANDS:

While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to walk; sit and use hands to finger, handle or feel. The employee is occasionally required to stand; reach with hands and arms; stoop, kneel, crouch and crawl. The vision requirements include ability to adjust focus and close vision.

Reasonable accommodations may be made to enable individuals to perform the essential functions. Yes, we have to put this in here.