

Copywriter

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Company: Emapta

Location: Bogota

Category: arts-design-entertainment-sports-and-media

Job Description

Unlock Your Digital Success: Join Us as a Copywriter and Showcase Your Creativity to the World!

Imagine a career that offers you global opportunities and an international position, all while staying right where you are. You'll find the excitement of a global role without the need to leave your country's comfort – or even your home. Our client's commitment to work-life balance isn't just lip service; it's a cornerstone of their success. Enjoy the flexibility of work-from-home arrangements and daytime work hours that empower you to excel professionally while nurturing personal passions and responsibilities. And on top of it all, you'll have the chance to nurture your passion even more in a healthy and upbeat work environment.

Job Description

As a Copywriter, you will be responsible for crafting compelling and engaging written content across various mediums, including web copy, marketing collateral, advertisements, and more. Your words will be instrumental in conveying the brand's message and values to the target audience. The ideal candidate should have a passion for storytelling, a keen eye for detail, and the ability to adapt their writing style to suit different platforms and audiences.

Here's an overview of your future role:

Employment type: Indefinite term type contract

Shift: Monday to Friday | 8 am to 5 pm EST

Work setup: Remote/Work from Home

What do you need to succeed?

English level: C1

Experience: 1-3 years

Proven experience as a Copywriter, ideally within a creative or marketing agency environment.

Exceptional writing and editing skills, with a keen eye for detail and a strong grasp of grammar and style.

Creativity and the ability to generate original ideas for creative campaigns and messaging.

Understanding of marketing principles and the ability to translate features into benefits through copy.

Familiarity with SEO principles and keyword integration for online content.

Proficiency in crafting copy that aligns with brand voice and messaging.

Ability to work independently and collaboratively in a fast-paced, deadline-driven environment.

Effective communication skills to present and explain ideas clearly and persuasively.

Portfolio of diverse writing samples highlighting creativity, versatility, and the ability to adapt to different tones and styles.

Tech Stack: MS Excel, AirTable is preferred, like MS Excel, Canva, Google Suite.

What awaits you in this role?

Filing the copyright.

Completing the paperwork for the copyright, tracking when the filing is complete, and logging it for us.

Copyrighting our videos so they can be used for both books and videos in English and Spanish.

Providing examples of forms (please see below).

Being highly organized and having a strong attention to detail.

Possessing excellent communication skills.

Developing creative and impactful copy for a range of marketing materials, including advertisements, social media posts, website content, email campaigns, and more.

Collaborating closely with the design and marketing teams to align copy with visual concepts and overall brand messaging.

Understanding the target audience and tailoring messaging to effectively engage and resonate with different customer segments.

Conducting research to gain insights into industry trends, competitor activities, and target audience preferences.

Crafting clear, concise, and persuasive copy that highlights the key benefits of products or services.

Proofreading and editing copy to ensure accuracy, grammar, consistency, and adherence to brand guidelines.

Adapting copy to different tones and styles, as needed, for various communication channels.

Brainstorming and contributing creative ideas to marketing campaigns and initiatives.

Staying updated on industry trends and best practices to enhance the quality and effectiveness of copy.

Collaborating with cross-functional teams to gather information and insights for copy development.

Why choose us?

Prepaid medicine for your peace of mind

Remote/Work from Home arrangement

Work items (laptop, mouse, and headset)

5-day work week

Standard government and Emapta benefits

5 extra days of vacation leave (20 in total) that could be monetized

Upskilling through Emapta Academy

Diverse and supportive work environment

Whom you'll work with:

Our client, an educational publishing company, is dedicated to empowering young learners on their reading journey. Specializing in decodable books for students in kindergarten through 5th grade, our client is committed to nurturing reading fluency and comprehension skills. With a focus on phonetic proficiency, they curate personalized reading experiences for each student, ensuring a solid foundation for lifelong reading success. They're pioneers in creating a holistic learning environment, where each child's unique reading needs are met with precision. Backed by a rigorous phonetic progression, they've transformed the way reading is taught and acquired. By harnessing data-driven insights, they tailor curated sets of books that evolve with each student's progress, ensuring that the power of reading becomes a lifelong companion.

Who are we?

Discover a world of possibilities at **Emapta** , where your career takes flight in stability and growth. Join a team that thrives on camaraderie, supporting each other to achieve excellence together. Experience the satisfaction of being recognized for your contributions with competitive compensation packages that reflect your skills and commitment. Immerse yourself in a positive work culture that encourages collaboration, innovation, and personal development. We provide you with the platform for your success, empowering you to reach new heights in a supportive and inclusive environment.

With a wide roster of international clients from various industries and a proven track record of success, **Emapta** offers a stable foundation for your career. Team up with like-minded professionals who are passionate about making a meaningful impact through premium global opportunities at your fingertips. Apply now and create a better future with us.

#EmaptaExperience

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