

Copywriter

Job Description

We are a large MLS servicing over 44,000 customers in the real-estate industry. We are seeking an entry-level copywriter with a good grasp of the English language, effective collaborative skills, and the ability to think and write creatively.

Responsibilities

- Write with a voice of the customer
- Able to write announcements, social media posts, press releases, emails, scripts or talking points for video shoots, help desk personnel, and broker outreach
- Able to translate tech speak into REALTOR speak
- Interpret copywriting briefs to understand project requirements
- Website redesign content for mredllc.com
- Collaborate with MRED staff on large- and small-scale marketing projects (e.g. email campaigns and landing pages, product releases, and system updates)
- Conduct high-quality research
- Edit and proofread copy as needed
- Use SEO principles to maximize copy's reach
- Source images and other content
- Manage Internal and external communication channels
- Simultaneously manage multiple projects with short deadlines

Requirements

- Proven experience as a copywriter or related role
- Knowledge of online content strategy and creation
- Excellent writing, editing and proofreading skills
- Experience with SEO
- Strong research skills
- Creativity
- Collaborative spirit
- Excellent time-management and organizational skills
- Must be detail oriented
- Attend all Board meetings
- Attend all Focus groups/user acceptance testing
- Attend industry conferences-writing synopsis report for Outreach personnel and Board members not in attendance

- Attend Staff Quarterly Strategic and Retrospective meetings

Skills

- Bachelor's degree or equivalent experience in marketing or communications
- Demonstrated success in managing a business social media presence
- Experience in producing copy for digital, print and broadcast channels
- Proficiency with Microsoft Office software, including Word, Excel, PowerPoint, Communicator and Outlook

Job Type: Full-time

Salary: \$40,000.00 to \$45,000.00 /year