



Copywriter

Midwest Real Estate Data LLC

Lisle, IL, United States Full Time

General Summary

The real estate industry has rapidly progressed with new real estate Multiple Listing Service (MLS) information and tools for Realtors®, retail buyers, and other industry stakeholders. While new entrants to the marketplace continually drive change, at MRED we believe that MLS providers are a vital part in making the market work. As guardians of MLS data, we regularly pioneer leading edge tools for the real estate community to help keep us at the top of our industry. However, being the “guardian of the data” and creating great tools is insufficient to remain relevant if nobody knows about it. We seek a world class Copywriter to help us communicate to our customers and our industry information about our products and services and our accomplishments.

Midwest Real Estate Data (MRED), located in Lisle, Illinois, is the innovative Midwest multiple listing and information service that provides real estate professionals with the most comprehensive database, technology and support with which to enable their success. MRED is one of the largest MLSs in the country, a recipient of numerous awards, and is highly recognized as a leader in the industry. MRED delivers dozens of products and services to its customers, including the top-rated MLS system, connectMLS. We need an outstanding Copywriter to inform our customers about our evolving products and services and share our value proposition.

The Copywriter reports directly to the Chief Operating Officer. This role works closely with internal teams and is responsible for creating, editing, and developing excellent copy for presentations, announcements, social media posts, press releases, e-mail, scripts or talking points for video shoots. This individual will consistently collaborate with internal and external marketing personnel.

Duties and Responsibilities

- Manage Internal and external communication channels
- Identify target audiences
- Write with the voice of the customer
- Edit and proofread copy as needed
- Able to translate tech speak into REALTOR speak
- 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
- Use SEO principles to maximize copy's reach
- Source images and other content
- Simultaneously manage multiple projects with short deadlines
- Other duties as assigned

Our top behavioral traits of our ideal Copywriter candidate:

- Great communicator
- Wicked smart (unusually intelligent)
- Discerner with high EQ (perceptive)
- High accountability
- Detail oriented
- Self-directed
- Achievement oriented; results driven
- Collaborator
- Sufficiently humble to work with our team
- Easy to work with; plays well with others
- Fun to work with

Skills and Qualifications

- Bachelor's degree or equivalent experience in copywriting
- Experience in producing copy for digital, print and broadcast channels
- Proficiency with Microsoft Office software, including Word, Excel, PowerPoint, and Outlook
- Able to produce excellent copy on a short deadline
- Demonstrated success in managing a business social media presence

Compensation and Benefits: competitive and negotiable.