



Copywriter

Department: Production

Reports to: Manager of Production Services

To provide creative copy for all assigned projects; including, broadcast TV and radio, direct mail, digital and print campaigns.

Responsibilities:

- Write copy for TV commercial scripts
- Write copy for Radio commercial scripts
- Write copy for Web ads
- Write copy for special projects
- Proof spots
- Work closely with the Production Team and Account Team to ensure all writing projects are completed on time
- Make changes to co-opable scripts and send to Account Team to resubmit
- Conduct market crossover meetings once a month
- Advise which dealer can use which theme based on their market
- Follow up to ensure that no themes are the same in any given market

Qualifications:

- College degree in Marketing or related field
- Proficiency in MS Excel, PowerPoint, and Word
- Familiarity with video production process is a plus