



Senior 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 campaign.

Responsibilities:

- Responsible for script development, both radio and television for agency clients
- Writes TV and Radio scripts for clients
- Writes copy for digital ads and special projects
- Works closely with Creative Director on execution of the scripts
- Copy development for other agency projects (client eblast campaigns, direct mail campaigns, ads, press releases, as well as internal copywriting needs)
- Works with Account Team staff for copy development and execution of scripts by deadline
- Works on video shoots as needed

Qualifications:

- College degree in Marketing or related field
- 5+ years' experience as a copywriter
- Proficiency in MS Excel and Word
- Familiarity with video production process is a plus