



Title: Digital Copywriter
Department: Digital
Reports to: Digital Manager

Job Overview

The person we're looking for is a passionate, strategic and conceptual thinker with the ability to convey ideas effectively with a major focus on Digital Copywriting. You must be able to produce effective copy, in a timely manner and have the ability to work on multiple client initiatives, both independently and within a team environment.

Responsibilities:

- Work closely with the SEO & Social teams on content creation and execution
- Writing, proofing, and editing digital content
- Onsite content includes, title, descriptions, keywords + at least 700 words of unique content optimized to SEO standards
- Researching and staying up to date on new model releases
- Blog content includes 450 words of unique content which includes external and internal links, titles and headers
- Researching the communities around dealerships for interesting blog topics
- Consistently meets deadlines
- Content responsibilities include:
 - 8-10 Onsite webpages written a day, 1+ per hour
 - Or, 15-20 blog posts a day, 2+ per hour
- When needed, the Digital Copywriter may be responsible for posting and execution of content
- All other duties as assigned by Manager

Qualifications

- Bachelor's degree in Journalism, Marketing or related field; or equivalent experience
- 1+ years of professional copywriting experience
- Strong organizational skills
- Efficient time management
- Attention to detail/detailed memory
- Automotive industry knowledge is a plus
- Retail copywriting experience preferred, but not required