

Position Title:	Graduate Junior Copywriter
Position reports to:	Global Head Of Marketing
Direct Reports:	N/A
Office Location:	Adapt IT Johannesburg Campus

PURPOSE OF THE POSITION

We are looking for a creative and very passionate Copywriter to write clear and concise copy for any of marketing collateral (products brochure, blogs, ads, publications and websites). Your words will inform and engage target audiences.

Our ideal candidate is a team-spirited, skilled and imaginative writer with an eye for detail. If you can grasp project requirements quickly and offer valuable insight, we'd like to meet you.

Submit up to three writing samples, so we can get an idea of your best work. Feel free to include links to your content or portfolio in your application.

PRIMARY RESPONSIBILITIES FOR THE ROLE

Writing clear, compelling copy for various mediums (e.g. ads, blog posts, newsletters, mailers, brochure and other marketing collateral on & offline)

Conducting thorough research and interviews

Working with creative professionals to build marketing projects and campaigns.

- Research industry-related topics (combining online sources, interviews and studies)
- Conduct high-quality research and interviews
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts using *Content Management Systems*
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed

MINIMUM QUALIFICATION AND EXPERIENCE 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
- BSc/BA in marketing, English, journalism or related field
- *Knowledge of French language may be beneficial*

Contact Person: [Mandy Barret](#)

Apply Here: <https://www.dittojobs.com/jobs/view/1369245491>

Vacancy Status: [Open](#)