

JOB DESCRIPTION / JOB TITLE: COPY WRITER
REPORTS TO THE: CREATIVE DIRECTOR

ROLE

The Copy Writer will provide our creative team with guidance and ideas over various projects. Working alongside art directors, developers and designers, s/he is a keen team player, self-sufficient multi-tasker as well as full of original approaches and innovative ideas. The ultimate aim is to achieve the best possible outcome for our projects both visually and essentially to meet clients' expectations and drive our sustainable growth.

RESPONSIBILITIES

- Working in partnership with an art director on creative briefs.
- Handling multiple client accounts, working on several campaigns at once, sometimes under pressure and often to tight deadlines.
- Being familiar with clients' products and services, the target audience and their competitors' activities.
- Presenting ideas to the creative director for approval and development and then to the creative team.
- Writing clear, persuasive, original copy.
- Proofreading copy to check spelling and grammar.
- Amending, revising or redeveloping adverts or campaigns in response to feedback from the creative director, account team or clients.
- Overseeing campaigns through the production stage to completion.
- Keeping up to date with popular culture and trends.
- Monitoring the effectiveness of advertising campaigns.

SKILLS + COMPETENCIES

- Hands-on experience in an advertising environment of 2-3 years.
- Working knowledge of audio –visual production processes.
- Excellent grasp of the English language, fair command of the Kiswahili language (written and spoken).
- Exemplary interpersonal and analytical abilities.
- An eye for graphic design.

Send applications to: enquiries@isaafrika.education

Application Deadline: 3rd January 2022