

Senior Copywriter

Location:	Cape Town
Remote work:	Some remote work allowed
Education level:	Degree
Job level:	Senior
Company:	Intelligent Debt Management Group

We are looking for a skilled, creative, conceptual senior copywriter with at least 10 years of experience. The ideal candidate should conceptualise and produce engaging content for through-the-line channels including, but not limited to ATL, BTL, DM and digital.

The candidate should have a strong background in financial writing, as well as extensive agency or marketing experience. A keen understanding of the financial services industry is a must.

You should be adept at interpreting briefs, adhering to brand guidelines, and working both rapidly and accurately.

Key responsibilities:

Content production

- As a key resource in the content team, you will produce compelling, impactful copy across our brands and platforms.
- You will conceptualise and produce content, ensuring all copy aligns with brand guidelines and industry standards.
- You will have an acute visual imagination and be able to conceptualise how campaigns may be represented by the design team.
- You will be adept at every kind of content production, from social media posts, banner copy, web content, and display ads, to Google Ads, scripts, and more.
- You will report to the head of content, who will provide you with project specifications and deadlines.

Key attributes and competencies:

- A team player, above all else.
- Agile, flexible, and calm under pressure.
- A positive attitude.
- Accuracy while multitasking.
- Strong sense of self-discipline and ethics.
- Organised, with good time-management skills.

Requirements:

- A bachelor's degree in marketing, communications, journalism, or a related field.
- 10 years' relevant experience
- Proficient in MS Office 365, Google Docs, project management systems, Microsoft Teams, etc.
- Proven experience as a financial copywriter (non-negotiable).
- Exceptional writing, with a stand-out portfolio that demonstrates conceptual thinking and execution thereof across channels.

- Strong digital skills.
- Proofreading skills.
- Familiarity with SEO is an advantage.
- Deadline-driven, with strong project management skills.
- Good presentation skills.
- Strong administrative and organisational skills.
- Must align to IDM's values.

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