



**The Position:** Copywriter

**Date:** June 2021

**Location:** Boston, or Remote-Based

**FLSA:** Exempt

**Who You Report To:** Chief Creative Officer

### **An Overview of What You Do:**

The Copywriter partners with our in-house creative team to craft thoughtful and strategic branded communications for Neoscape clients across real estate, corporate, and product marketing. The position requires working closely with creative directors, designers and strategists in the conception and development of the messaging components of campaigns across a broad range of media.

### **Your Primary Responsibilities\***

- Drive the creation of original concepts that result in effective and compelling communication
- Interpret creative direction and adapt points from creative briefs into persuasive copy concepts
- Simultaneously manage multiple projects with short deadlines
- Propose copy concepts and present underlying strategic thinking
- Developing and maintaining a clear and consistent brand voice
- Write clear, attractive copy with a distinct voice
- Scriptwriting for voiceover and narration
- Collaborate with in-house Marketing team in the development of strategic corporate communications
- Copy editing and proofreading as needed
- Other duties as assigned

### **The Skills and Experience You Bring:**

- Bachelor's degree or equivalent experience in marketing or communications
- 3-5 years of experience producing copy for digital, print and film/video
- Experience writing for both B2B and B2C audiences
- Experience in property marketing, hospitality and leisure a plus
- Experience working in a collaborative studio or agency environment a plus
- Strong conceptual thinking and problem-solving skills
- Strong research and presentation skills
- Excellent interpersonal and communication skills
- Excellent time-management, self-motivation and organizational skills
- Experience with web markup language and search engine optimization a plus

**You Are:**

- A true believer in the power of design to solve problems
- An engaging presenter who is confident, articulate and can simplify the complex into compelling, intentional storytelling that drives business results
- A multi-tasker who loves a fast-paced environment and effectively meeting deadlines
- Always willing to jump-in, roll up your sleeves and help wherever needed
- Always learning and seeking to improve your creative process while keeping up with industry trends
- A source of creativity and inspiration within the organization
- A motivator and believe that the best work comes from empowered teams

**The Working Conditions and Physical Demands of This Role:**

- Normal office environment with long periods of standing, sitting, and continuous client contact
- Must be able to carry and lift up to 25 lbs
- Frequent day and overnight travel to clients and other Neoscape offices required
- Although this could be a remote position, candidates would need to be accessible in time zones between 8:30 AM EST and 5:30 PM PST

**About Neoscape:**

Neoscape is a creative studio with 25 years of marketing expertise, partnering with a range of clients from around the world. Our team spans every creative discipline, providing a full suite of services and personalized approach to craft stories that uniquely capture our client's vision.

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*The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required*

\*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.