



**Title:** Senior Copywriter  
**Reports to:** VP, Creative  
**Department:** Strategic Marketing and Communications (SMaC)  
**Status:** Full-time/Exempt

### **Elevate Your Career at CreativeOne!**

Looking for a dynamic and rewarding career in financial services? Join us at CreativeOne, where we blend curiosity, innovation, and excellence to forge a path in the financial services industry. We pride ourselves on being a nationally recognized leader, devoted to empowering independent financial advisors with superior services.

### **Why Join CreativeOne?**

- Energetic and fun work environment
- A culture driven by solutions and results
- Opportunities for growth and development

### **We're Building a Better Financial Future, Together**

We take immense pride in our work and are in search of like-minded individuals who are eager to make a significant impact. If you're ready to be a part of a team that's shaping the future of financial services, we'd love to hear from you.

### **Position Summary**

Are you a visionary storyteller with a knack for crafting compelling narratives? At CreativeOne, we are searching for a Senior Copywriter for our internal ad agency who is not just a wordsmith but an artist who can transform ideas into powerful marketing messages. As our Senior Copywriter, you will be at the forefront of our creative process, turning complex concepts into engaging content that resonates across various channels. You will work collaboratively with a dynamic team, receiving direction from both internal stakeholders and external clients, all while meeting tight deadlines with grace. If you are passionate about creating high-impact content, we want to hear from you.

### **Duties and Responsibilities include, but not limited to:**

- Create compelling and persuasive copy for various marketing materials, including advertisements, websites, social media posts, email campaigns, TV, radio, video scripts, whitepapers, blog articles, print and other media.
- Craft compelling direct-response messaging, attention-grabbing headlines, emotional triggers, and effective hooks to connect and encourage further engagement.
- Conduct comprehensive research on industry trends, products, services, target audience, and competitors to stay current and ensure that the copy is accurate and competitive.
- Understand and incorporate SEO best practices to enhance web content visibility and reader engagement.
- Utilize client input to craft clear, high-quality, and intriguing content for clients' brands that accurately reflects the client's voice and values and appeals to their target audience(s).



- Collaborate with marketing team members to brainstorm new ideas, utilize data and research to inform copy decisions and optimize messaging based on strategic marketing objectives.
- Manage multiple projects simultaneously, maintaining tight deadlines, meticulous attention to detail and high-quality standards.
- Interpret creative direction and technical information to develop persuasive copy concepts.
- Translate complex ideas and processes into accessible and engaging copy for target audiences.
- Revise, edit, and proofread content as needed, ensuring it meets industry standards and is clear to the target audience.
- Collaborate with financial analysts, marketing teams, and compliance officers to ensure content accuracy and adherence to regulatory standards.

#### **Critical Skills Sought**

- Proven ability to craft high-performing copy across digital, print, social media, video, and traditional media.
- Understanding of target audience needs and the ability to craft trust-building language.
- Track record of using compelling copy to optimize conversion rates and drive results in digital campaigns.
- Meticulous proofreading and editing skills ensuring clarity and accuracy.
- Ability to write plain-speaking, jargon-free, and engaging copy.
- Proficiency in explaining complicated ideas clearly and concisely.
- Expertise in using storytelling to evoke emotions and drive reader action.
- Strong understanding of SEO principles to enhance web content visibility.
- Expertise in crafting highly persuasive short-form copy that grabs attention and drives action.

#### **Our Core Values**

- *Provide Unreasonably Excellent Service*
- *Love What We Do*
- *Act with Integrity*
- *Collaborate Courageously*
- *Evolve with Purpose*

#### **Qualifications**

- 5+ years of professional copywriting experience, preferably in a marketing or advertising agency.
- Bachelor's in English, Journalism, Communications, Marketing or related field.
- Proven track record of creating successful direct response copy as well as strategic brand messaging.
- Proven experience as a copywriter in the insurance or financial industry a plus.
- Exceptional writing, editing and proofreading skills with a focus on clarity, accuracy, and persuasion.
- Strong interpersonal and communication skills for client interaction and team collaboration.
- Ability to manage multiple projects simultaneously while meeting deadlines.
- Proficiency in MS Office suite and content management systems.



*This description covers the major purpose and major functions of the job. It is not intended to give all details or a step-by-step account of the way each task is to be performed. Employees may receive other job-related instructions and be required to perform other job-related duties requested by their supervisor. All requirements are subject to possible modification to provide reasonable accommodation to qualified individuals with disabilities*

*CreativeOne provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*