

SENIOR COPYWRITER

OVERVIEW

Image & Time is a full-service Creative and Advertising agency. Our goal is to innovate and build the future in collaboration with our clients and partners. We do this by leveraging Design Thinking and employing a human-centered process.

We are wired to think big. To tackle challenges and proffer solutions that make this world a better place. We are dedicated to crafting transformative ideas that get our clients to the future first. Our network and global presence put us in a great position to deliver optimum results for our customers.

We are seeking team members who share our passion for excellent work.

FUNCTION

Reporting to the Creative Director, You will profitably write, research, and conceptualize creative, innovative content that shows deep understanding and serves a strategic purpose. You will be comfortable planning, developing, and writing content - in all its forms. Maintaining best practices for web, email, and mobile communications, including accessibility. You will work closely with clients to create strong concepts from initial briefing through to execution. You will ensure everything we do maintains consistency and quality of message across all brands and channels.

You are required to have an excellent work ethic - superior critical-thinking, communication, and writing skills. The expectation is for you to be able to prioritize between several different tasks at once.

You love learning about and sharing new & innovative organizational tools, technology, and systems. You're a self-starter, can effectively set priorities and people love to work with you.

You help to keep your team inspired and productive, ensuring that the output of business-critical units enhances our reputation, contributes to our bottom-line, and delivers business results.

KEY RESPONSIBILITIES:

- Clearly understand the content strategy and contribute towards the overarching goal delivery.
- Able to judge creative concepts (design and copy)
- Write original copy and slogan
- Master a variety of brand voices.
- Prepare and publish articles that describe our company and products

- Edit and fact-check pieces of content generated by colleagues (e.g. Junior Copywriters)
- Use SEO practices to optimize articles and increase visibility
- Liaise with Designers to enrich text with visual aids, like images and charts
- Shape language and tone used in sales emails, banners, and brochures
- Create and oversee reports on content (e.g. weekly or monthly)
- Interview clients, industry experts, and internal teams
- Collaborate with designers to develop visuals
- Create reports on content
- Interviewing clients and experts to generate creative ideas.

If you are interested and meet the requirements, kindly send a copy of your CV to nkit.recruitment@gmail.com on or before the **15th of September 2021**.