



## **MARKETING COPYWRITER/EDITOR / FULL TIME / SHELBURNE, VT**

### **Position Summary**

The copywriter will work with the design and merchandising teams to produce printed and digital advertising materials for multiple brands. This position reports directly to the Marketing Director.

### **Responsibilities and Accountabilities**

- Develop creative ideas and concepts, often in partnership with the designers
- Become familiar with the companies' various product lines, the target audience and competitors' activities
- Work with the team to define and evolve the Nova Natural, Chinaberry and Isabella voices as we grow
- Write clear, persuasive, original copy both for products and website pages
- Update copy in digital media
- Proofread copy to check spelling and grammar
- Amend, revise or redevelop advertisements or campaigns in response to feedback
- See projects through to completion
- Monitor the effectiveness of copy in advertising campaigns

### **Requirements**

- Bachelor's Degree in English, Advertising, or related field
- Ability to write good, clear copy in a variety of styles with accurate spelling and grammar
- Excellent teamwork, communication and interpersonal skills
- Logic, creativity and imagination
- Ability to work under pressure and meet tight deadlines
- Excellent organisational skills
- Self-motivation, flexibility, stamina and ability to adapt
- Confidence, enthusiasm and determination
- Accuracy and attention to detail
- Resilience to accept criticism of your work
- Commercial awareness with the ability to understand the target audiences
- Basic understanding of writing with SEO in mind

### **About Nova Natural Toys & Crafts**

Nova Natural is a 25-year-old retailer and wholesaler of wooden toys, crafts, baby goods, woolens and items for the home, sold through our website and marketed primarily via print catalogs and email.

### **Why We Are Hiring**

We've recently expanded our Shelburne offices with the acquisition of two additional brands.