

## Creative Writer

NaturAll Club - Philadelphia, PA

NaturAll Club is a Philadelphia based growing hair, beauty and technology startup, aiming to deliver natural, effective products for people of ALL hair types. Our diverse team features individuals from all over the world, passionate about better, harmless, hair and beauty solutions that work and experiences that captivate.



Our team's core value is to do everything with integrity. We're looking for like-minded candidates who can take initiative and grasp opportunities for NaturAll Club, execute tasks efficiently, and communicate effectively with our team. NaturAll Club is looking for a full time creative writer / copywriter to join our growing team.

### Responsibilities:

- Write print and digital content; Projects may include taglines, content for advertisements, captions for social media pages, and website copy-writing
- Produce attention-grabbing copy for internal and external promotional materials
- Compose product descriptions and product labels
- Work closely with screenwriter to develop and proofread scripts
- Proofread SMS, blogs, and email marketing for customer experience team
- Editorial governance so content is consistent with a brand voice, style and tone of our consumers
- Maintain an editorial calendar and keep all campaign objectives aligned
- Thoroughly research topics to enhance and substantiate content
- Contribute to the overall development of our team's product, customer experience and creative strategy
- Produce and proofread press releases
- Maintain raw digital files for identification and retrieval later
- Help create and monitor language performance online

### Qualifications:

- Bachelor's degree required, preferably in Marketing, Communications, English or Journalism
- 2+ years experience in creative writing
- Ability to produce quality writing quickly
- Strong interest in hair and beauty industries
- Startup experience is desirable
- Solid understanding of advertising copywriting
- Strong style and proofing skills with attention to detail
- Basic SEO understanding
- A consistent record of crafting solid copy for various platforms and uses
- Impeccable organization and attention to detail
- A self-starter who works efficiently, takes initiative, and can think on their feet
- Excellent written, verbal communication, and problem solving skills.
- Quickly synthesizes information to resolve a problem
- Ability to absorb and apply constructive criticism from team members and other peers

- Good inter- and intra-group relations skills
- Proficiency in Microsoft Office and Google Suite
- Exhibits strategic thinking skills and good judgment

**To apply, send resume, portfolio (or writing samples), and cover letter to [philomina@naturallclub.com](mailto:philomina@naturallclub.com)**