

# DECKED: Junior Copywriter/Copywriter

The expanding creative team at DECKED is looking to add a Copywriter to our staff. We are open to entry-level candidates, as well as more seasoned writers with 1-4 years of experience. Final job specs and title will be determined based on qualifications and cultural fit. This is a great opportunity for someone to learn from seasoned creative pros on a fast-growing consumer brand.

## Responsibilities

- Work across media platforms, such as email, e-commerce, advertising, and social to write engaging copy that inspires customers to shop for, learn about and buy DECKED.
- Craft thoughtful headlines that unmistakably match the DECKED tone of voice.
- Partner with Designers, Digital Marketers and other team members to create groundbreaking creative experiences.
- Confidently articulate ideas and present work to senior creatives and business partners.
- Meet deadlines and keep stakeholders, marketers, and producers in the loop.
- Support the improvement and documentation of processes that enable more impactful and efficient content production.
- Have an organized and research-driven approach with the ability to interpret strategic briefs, metrics and research to inform your writing.
- Demonstrate a passion for innovation. You always look for ways to improve and stay current on what's new in creative and content.

## Key traits

- Ability to absorb and synthesize feedback: You're open to feedback and changing requirements, while responding with creative solutions. You don't get personally butt-hurt when your work is constructively criticized.
- Fast and prolific: You're not overly precious about your work and are always ready to riff on more ideas. You're unfazed by tight deadlines and work iteratively to turn around drafts for review so quick progress can be made. Note: we are not unreasonable about deadlines and do not promote a culture where everything is the highest priority. We are simply looking for a person who has a strong sense of urgency.
- Copy that performs: You have the sense to write copy that balances both brand-building and performance. You have skills to write short/direct copy that drives action without making it read cheap and cheesy.

- Highest bar for quality copy: You're constantly looking for ways to stand out from the clutter with your work, while staying true to the brand characteristics.
- Collaborative: You believe in the collaborative process of writing, and you're (at least somewhat) experienced working with multiple stakeholders to develop ideas, refine concepts and drive alignment on next steps.
- Adapt to different brand voices: You can leave behind your personal voice and embody the identity of the DECKED brand.

### **Key Qualifications**

- You have 1-4 years experience at an advertising agency, digital agency, or in-house creative group for a major or up-and-coming brand. Again, final job specs and title will be determined based on qualifications and cultural fit.
- A promising portfolio demonstrating strategic insight and writing talent through all forms of digital communications, including advertising, email, social and e-commerce experiences.
- A love for writing. Strategic and critical thinking.
- Extreme attention to detail.
- Enthusiasm for learning the mechanics of a system, or the architecture of an experience.
- Willingness to take risks, fail, and learn from mistakes.
- Ownership of a pickup truck and knowledge of pickup truck culture is a big plus. Passion for outdoor activities, such as fishing, hunting, skiing, snowboarding, biking and other related sports is also a significant plus.
- Open to remote arrangement for the right person, but special considerations will be given to candidates willing to relocate to DECKED headquarters in Ketchum, ID.

### **About DECKED:**

DECKED was born in 2014 to bring order to the typical disorganized junk show of tools and gear found in the back of pickup trucks.

Today, we design, engineer, manufacture, and market the world's leading storage solutions for trucks, cargo vans and commercial fleets – delivering organizational utopia to tradesmen and outdoor enthusiasts who need a smarter, more intuitive way to transport their equipment.

Our company revolves around a steadfast “No BS” philosophy that drives everything from product ideation to customer service and has garnered a fanatically loyal following of passionate customers who share the same unapologetic mentality.

Unlike many brands, DECKED refuses to build products overseas with half-assed shortcuts on product quality. All DECKED products are 100% made-in-the-USA to absorb the most brutal abuse that customers can dish out. At DECKED, rugged isn't just a buzzword, it's an everyday promise.

We are headquartered in Ketchum, ID, with product manufacturing in Defiance, OH and St. George, UT.