



Copywriter (Salary)

Vision:

This individual will be the primary source of all Gazelle Sports written content and be responsible for maintaining the brand voice of Gazelle Sports across all digital and marketing platforms. The ideal candidate is collaborative, has a passion for running, exercise and wellness and exceptional written communications skills. They should be able to write strong headlines, compelling email subject lines and editorial style content to help build engagement and a sense of community. The copywriter will develop and implement a content strategy to optimize SEO opportunities online, as well as align with overall marketing strategies to target audiences through social, web feature, email and traditional marketing outlets, for all business units including Gazelle Sports Signature Events. This role will work closely with the ecomm and brand teams in creating vibrant and compelling copy across all sales channels.

Brand Voice Management

- Work in collaboration with the brand team to develop, update and maintain our brand standards guide
- Support the communication of brand standards across all departments and business units
- Maintain knowledge of current and future marketing content and language convention trends, as well as evolving cultural messaging needs
- Monitor all Gazelle Sports outlets for brand voice consistency.

Content Writing and Editing

- Write, edit and review creative, on-brand copy for marketing campaigns including:
 - Social media, email, website features, traditional print marketing, event marketing, and Team Gazelle marketing
- Vary language and tone to meet target audiences through specific platforms to create compelling and engaging content
- Develop internal communication copy aligned with brand standards guide
- Work with vendor partners to ensure alignment with vendor brand standards and Gazelle Sports content
- Work with all departments Gazelle Sports business units to understand and address brand communication.
- Support internal communications as needed

Ecomm SEO Strategy

- Plan, develop and support execution of a ecomm content strategy to maximize SEO opportunities in collaboration with the Ecomm Manager

- Works closely with ecomm team to develop a product description strategy aligned with brand standards
- Maintain up-to-date knowledge of SEO trends and best practices and update content strategy to react to changing environments

Required Skills:

- Bachelor's degree or equivalent experience in advertising, communications, journalism or english
- Ability to work collaboratively, manage projects and follow company process
- Strong project and time management skills- ability to meet deadlines is critical to this role
- Strong written, and verbal communication skills
- Strong interviewing and storytelling skills
- Strong attention to detail, and ability to edit for both content and grammar

Desired Skills:

- 3+ years Copywriting experience across marketing channels
- Knowledge of the run specialty retail landscape, and cursory understanding of footwear is encouraged. Additional training will be provided as needed.
- Experience with SEO
- Knowledge of HTML/CSS and website editing