



Copywriter

Department: Marketing
FLSA Status: Non-Exempt
Grade/Level:
Work Schedule: M-F, 8-5
Location: Downtown Oklahoma City

Job Status: Full Time
Reports To: VP, Marketing & Analytics
Amount of Travel Required: Minimal
Positions Supervised: None

POSITION SUMMARY

The Copywriter will be one who can write copy that is engaging, concise and on-brand for a variety of marketing collateral. The ideal candidate excels at writing and reworking long-form writing but can also whip up a cool headline and knock out hot projects. This person knows what it takes to develop and execute successful communications for various audiences. Additionally, one must be open to collaboration and feedback.

The Copywriter is responsible for working directly with other members of the marketing team and cross-functional departments in conceptualizing communication materials for consumer promotions. The Copywriter must participate in the development of copy solutions that move consumers to act, engage, and buy from APMEX.com. The Copywriter will generate concepts and write copy that will motivate people to act in ways that will help achieve APMEX's objectives. They will create content for use in strategic marketing products and services for both print and digital, ensure consistency between written & visual messages, and write copy that maintains a comprehensive understanding of our target customer and brand. Having a mastery of tones ranging from authentic to promotional is required.

This individual is an elite communications specialist responsible for developing compelling stories and messages for a wide array of creative/communications platforms. They will demonstrate clarity, consistency, and energy in transporting APMEX's brand voice across every touchpoint. This role requires the ability to manage multiple projects and tight deadlines.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

- Proofreads content through the lifecycle of the project for spelling, grammar, tone and content
- Able to understand and apply a brand's voice to all communication materials
- Responsible for writing clear, concise, consistent, and accurate copy that communicates information that will influence sales and achieve marketing goals
- Juggle multiple writing assignments of varying complexities, meet tight deadlines, and work well under pressure
- Excel when it comes to details
- Amend, revise and develop existing copy to align with established tone of voice
- Thinks visually as well as verbally
- Work with creative directors, graphic designers, and marketing managers to create appropriate, workable ways to express and enhance the APMEX message

- Work closely with current marketing teams to concept and write copy in alignment with APMEX's direct marketing and brand building strategies to increase acquisition rate, retention and level of customer engagement
- Write and edit copy supporting all marketing activities to meet strategic planning objectives
- Participate in brainstorming, analyze and refine ideas, write strategic guidelines and plans, and make sure that others clearly understand
- Create persuasive messages, tell compelling stories that help to develop customers into brand advocates
- Take the initiative to gather the necessary information
- Turn complex information into simplified, engaging messages, stories or articles
- Demonstrate objectivity and critical thinking by tying assignments to objectives and seeking clarity and asking questions
- Demonstrates ownership of APMEX's identity by continuously presenting new ideas that resonate with relevant audiences
- Assists in determining a project's overall content requirements and strategy
- Must be proactive and detail-oriented with a sharp focus on consistency and efficiency in a high pace environment
- Build and maintain strong working relationships with internal and external partners
- Ability to effectively communicate and coordinate with other disciplines and departments

POSITION QUALIFICATIONS

Competency Statement(s)

- **Adaptability/Flexibility:** Adapts to change, is open to new ideas, takes on new responsibilities, handles pressure, and adjusts plans to meet changing needs.
- **Communication:** Communicates well both verbally and in writing, creates accurate and punctual reports, delivers presentations, and shares information and ideas with others.
- **Internet Savvy:** Makes good use of web tools and online industry resources can implement and manage web projects, has online marketing knowledge, aware of industry trends.
- **Listening Skills:** Listens attentively to others, asks clarifying questions, actively listens, stays open to other viewpoints, and manages distractions and interruptions.

- **Organizational Savvy:** Operates within the organization's formal and informal structures, builds allies and relationships across departments, uses allies to build consensus and create results, is appropriately diplomatic, understands others' roles and perspectives, can sell projects and ideas across the organization.
- **Personal Organization:** Keeps information organized and accessible, maintains a clean/functional workspace, works systematically/efficiently, and manages time well.
- **Quality:** Is attentive to detail and accuracy, is committed to excellence, looks for improvements continuously, monitors quality levels, finds the root cause of quality problems, owns/acts on quality problems.
- **Sense of Urgency:** Prioritizes well, shows energy, reacts to opportunities, instills urgency in others, and meets deadlines.

SKILLS & ABILITIES

Education: BA in Advertising, Communications, Journalism, English, Creative Studies or related fields

Experience:

- Strong editing skills with exceptional spelling and grammar
- Excellent proofreading skills and attention to detail
- Ability to adapt quickly to changing priorities
- Ability to work independently with minimal supervision, as well as part of a team
- Ability to juggle multiple projects while meeting demanding deadlines, producing high-quality work and projecting a positive attitude
- Strong conceptual skills with knowledge of how copy relates to art, design, graphics and typography
- Ability to write in various styles for diverse audiences
- Experience in writing for multiple platforms (i.e., blogs, social media channels, emails)
- Understanding of direct response channels and tactics (e.g., direct mail, email, display, paid social, lead generation). A PLUS
- Familiarity with eCommerce, with awareness and opinions regarding the direction of copy and advertising A PLUS
- Ability to think strategically about interactive design and advertising A PLUS
- Experience with disciplines including: branding, marketing, UX, social/behavioral psychology, anthropology, business, social engineering, or anything else that is crucial when developing smart, realistic and compelling ideas. A PLUS

Qualifications:

- Minimum 3 years Copywriting experience in advertising, direct marketing, PR, or publishing - preferably in an ad agency setting
- Portfolio/link to portfolio required
- All applicants will be required to complete a writing assessment and a proofreading test

PHYSICAL DEMANDS

| Physical Demands | | Lift/Carry | |
|----------------------|---|------------------|---|
| Stand | O | 10 lbs or less | O |
| Walk | O | 11-20 lbs | N |
| Sit | C | 21-50 lbs | N |
| Handling / Fingering | C | 51-100 lbs | N |
| Reach Outward | O | Over 100 lbs | N |
| Reach Above Shoulder | O | Push/Pull | |
| Climb | N | 12 lbs or less | O |
| Crawl | N | 13-25 lbs | N |
| Squat or Kneel | N | 26-40 lbs | N |
| Bend | N | 41-100 lbs | N |

N (Not Applicable) Activity is not applicable to this occupation.
O (Occasionally) Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
F (Frequently) Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
C (Constantly) Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

Visual Requirements (check all that apply)

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Close vision (clear vision at 20 inches or less) |
| <input type="checkbox"/> | Distance vision (clear vision at 20 feet or more) |
| <input checked="" type="checkbox"/> | Color vision (ability to identify and distinguish colors) |
| <input type="checkbox"/> | Peripheral vision (ability to observe up and down, left and right while eyes are fixed on a given point) |
| <input checked="" type="checkbox"/> | Depth perception (three-dimensional vision, ability to judge distances and spatial relationships) |
| <input checked="" type="checkbox"/> | Ability to adjust focus (ability to adjust the eye to bring an object into sharp focus) |
| <input type="checkbox"/> | No special vision requirements |

WORK ENVIRONMENT

Work environment varies from office to job site to industrial locations

Prepared by: Brian Stewart Date: 5/1/2020

Employee Signature: _____ Date: _____

Approval Signature: _____ Date: _____

The Company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate. This document does not represent a contract of employment, and the Company reserves the right to change this job description and/or assign tasks for the employee to perform, as the Company may deem appropriate.