Hogarth Worldwide

Title: Junior Copywriter

Location: Rockleigh, NJ

Job Type: Full-Time (Entry Level)

Compensation Type: Salary

Start Date: 7/1/2017

Job Description: The Jr. Copywriter will be responsible for crafting copy to assist our clients in building brand identity, communicating offerings in an engaging manner, driving sales and writing internal/external presentations.

This role requires the ability to create integrated communications (CRM, print, video, digital and mobile) over a mix of brand and tactical projects while maintaining the high quality standards of Hogarth. Experience with both long and short form communications required.

An understanding of how to create communications targeted for different segment audiences and how it’s adapted across platforms is helpful. The ideal candidate must be curious and adaptable; they must be able to familiarize themselves with the most current creative campaigns in market and then tailor their style to fit the overall brand voice.

Primary Responsibilities:

• Adhere to brand guidelines across global platform with understanding of variations for different products within the business
• Ensure tone of copy is on point for segment audiences and brand continuity is maintained
• Write copy for new campaign initiatives, brochures, internal communications & presentations with an eye for global rollout
• Sit in on creative briefs to ensure they are complete and clear on what is expected before beginning production
• Collaborate with various client team members and partner agencies to deliver projects on brand and to spec

Qualifications:

• Bachelor’s degree
• 2-3 years of experience working as a copywriter
• Must be able to work in a fast-paced, fluid environment
• Excellent writing abilities
• Excellent organization and time management skills
• A detail-oriented, collaborative, team-player
• Must be able to work in a fast-paced, fluid environment
• Strong proficiency in multitasking and a collaborative, can-do attitude under pressure
• Excellent written and verbal communication skills
• A passion for cars

Application Instructions: Please send your resume and portfolio to eric.rubin@hogarthww.com.
About the Organization: Hogarth is a global marketing implementation agency that produces, creates and adapts advertising for brands across all media (video, print and digital), delivering multi-level national and international campaigns. Our mission is to create efficiencies in strategy, creative, production and delivery, while enhancing quality across all media, to streamline processes and optimize cost savings for clients.