

Job Description – Copywriter, Proofreader, & QA Specialist

Response Media, one of North America's leading digital media and email marketing agencies, is looking for someone with a unique set of skills who will bring both creativity and accuracy to our client projects. As **Copywriter**, you will partner with the Creative team on content strategy to ensure copy satisfies corporate and client business objectives and meets brand standards. As **Proofreader & QA Specialist**, you will drive new levels of creative quality and accuracy through obsessive attention to detail, proofreading skills, and QA expertise.

The qualified candidate will learn client style and tone of voice while championing innovative ideas and SEO/copy best practices. This person will also lead the proofreading and quality assurance of client marketing deliverables, including emails, landing pages, social media posts, digital advertising, and other marketing related materials. We are looking for someone who can bring a consistent and critical eye from the beginning of a project to the end.

RESPONSIBILITIES

- Support the creative team through conceptual ideation and copy development.
- Produce copy for a variety of media, including print, digital, social, and web. Each could include subject lines, headlines, subheads, body copy, CTAs, and alt text.
- Take ownership of your work, including researching, fact checking, proofreading, and asking for help when you need it.
- Present work to managers to ensure concepts and copy align strategically with the brand and brief, including messaging, voice, and tone.
- Ask thoughtful questions and communicate clearly with other members of the team.
- Develop copy that strategically supports a concept, whether that means it is emotional, educational, inspiring, entertaining, etc.
- Accept, understand, and act upon feedback and criticism because you will need to modify copy until client is satisfied.
- Proofread concepts, proofs, and final deliverables to ensure they are accurate, error-free, and consistent with clients' brand guidelines and established stylistic conventions.
- Proofread grammar, spelling, and punctuation; flag errors and/or inconsistencies; make corrections; and offer suggested revisions.
- Pay special attention to recognizing and correcting copy, design, and stylistic inconsistencies across versions and rounds.

- Work with internal teams to escalate problems and/or errors and ensure they are resolved/corrected.
- Adhere and contribute to improving internal QA processes and associated documentation.
- Manage several projects and initiatives at the same time.

QUALIFICATIONS:

- 3+ years experience, in-house or agency preferred
- Strong experience in email, social media, and digital marketing materials
- Experience with CPG, Ecommerce, and B2B clients a major plus
- Proficiency in Microsoft Office and Adobe Acrobat Pro
- Experience with project management software and proofing/approval software preferred
- Familiarity with Adobe Creative Suite preferred
- A high level of English language skills are a must, including grammar, spelling, punctuation, and usage
- An excellent, close eye for detail in order to recognize and correct copy, design, and stylistic inconsistencies across versions and rounds
- Adaptable, flexible, and able to maintain a positive attitude under pressure and tight deadlines
- Flexibility to adapt to differences in types of copy, instructions, and schedules
- Ability to manage multiple projects concurrently, detail-oriented, self-directed, and able to set priorities
- Must be confident in communicating with varied levels, departments, and personalities
- Bachelor's degree in English, Journalism, or Communication