

Role Title: Copywriter

Summary: This position is responsible for supporting the mission of The Centre for Child Development through writing, editing and proofreading expertise. The Copywriter will create and revise a wide range of collateral. Examples include: web content, brochures, newsletters, annual reports, fundraising materials and internal communications.

The Copywriter should possess strong non-profit writing skills and advertising copywriting skills to fulfill content development requirements for a wide variety of requests for both internal and external audiences.

Time

Commitment: 5-10 hours per week (minimum)

Key

Deliverables:

- Develop written content for a variety of projects, tasks and deliverables, including advertising and promotional copy, internal and external corporate communications, websites and print materials.
- Ensure “The Centre” standards for written content and copy in all communications print and Web initiatives, ensuring brand integrity (i.e. taglines).
- Ensure marketing content and textual messaging is consistent across and/or within all platforms (i.e., electronic and print media). Throughout the project, check copy for consistencies in style, font and format, and company information in addition to the regular proofreading concerns of spelling, grammar, punctuation and adherence to established proofreading guidelines.
- Synthesize key project information & apply the resulting knowledge in developing effective & imaginative copy concepts that support project objectives.
- Develop strong working relationships with Stakeholders to translate marketing strategies into viable creative concepts in collaboration with the VP, Marketing Communications.

What you bring to the role – experience:

- Experience serving people, demonstrating patience, compassion and care
- Degree or diploma in English, Journalism, Communications, Marketing/Advertising or Diploma of Copywriting Program
- Minimum of 2 years experience creating effective copy