

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-127-2022
Company Name	Mindfield Digital
Industry	Marketing & Advertising
Vacancy	English Copywriter
Number of vacancies for that position	
Job Type(FT, PT, Contractual, Seasonal)	Full Time
Major(s)	English Literature or Translation
Degree	Bachelor's
Years of Experience	1-4
Location	Beirut (Remote Work)
Remuneration & Benefits	7,000,000 – 12,000,000 (depends on profile)
Currency (LBP, Dollar, Lollar)	LBP (progressive salary scheme)
Tasks& Responsibilities	<ul style="list-style-type: none"> • Focus efforts towards building a firm reputation for the company in the field. • Maintain high quality standards as reviewed by the Copywriting Manager and Senior Copywriter. • Manage multiple client requests and ensure expectations are reasonable and clear. • Make sure the work is completed on time. • Ensure the content shared matches the tone and style of each account. • Work closely with the local copywriters to ensure all content produced is locally relevant. • Collaborate with the different teams to develop strategies, campaign ideas and activations. • Coordinate with designers, SEO Specialists, and SM Executives to ensure that the content remains on strategy. • Stay up-to-date with the latest trends, and maintain best practices. • Conduct thorough research on industry-related topics to come up

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with new ideas.

- Conduct qualitative audits to assess the copy direction and determine areas for improvement.
- Consistently brainstorm and collaborate with the team to generate new ideas.
- Translate creative briefs into engaging and effective messaging.
- Write concise, original and appealing content with a distinct tone of voice to promote brand-focused messages.
- Create topical content in line with each client's goals including, but not limited to, keyword research, competitor analysis, and targeted to a specific audience.
- Produce content in the form of blogs, articles, newsletters, website, social posts, slogans, taglines, scripts... that meet clients' expectations.
- Revise, edit, translate, and proofread content as needed.
- Assist assigned Junior Copywriter in completing their tasks.