The Online Project

MENAR Fellowship Job Description

Title: Copywriter
Department: Creative
Reports to: Creative Director

Position Summary

A Copywriter is a creative thinker who's big on ideas, works closely with the Creative or Art Director to understand clients' needs and translate them into original, conceptual campaigns. Also, makes sure that everything we produce has an impact and helps our clients to engage with the right audiences.

Responsibilities

- Liaising with clients and interpreting briefs
- Understand the difference between creative concepts and executions
- Understand the difference language styles that appeal to various target markets
- Generating creative ideas to team members and clients
- Develops creative concepts that are truly media-neutral
- Proof-reading to check spelling and grammar
- Leads productive brainstorming sessions with Community Managers, Client Servicing and Designers
- Keeping up to date with popular culture and trends
- Respond to feedback from creative /art director

Qualifications

- BA in Advertising, Communication or Media studies, Journalism, Public Relations, or related field
- Sophisticated knowledge of English and Arabic usage
- A portfolio of past work (will be requested at interview phase)

Competencies/Skills:

- Highly creative, imaginative, and curious about clients' products and services
- Ability to work on several campaigns at once
- Ability to work well in a team and with a range of creative people