

Senior Copywriter

Head Copywriter: Direct Response Marketing Team

The Head Copywriter will report to the Director of the Direct Response Marketing Team, form a creative partnership with the Marketing Graphic Designer, and work to deadlines and specs in close coordination with the Senior Marketing & Trafficking Manager. Although currently this role is solo, the department's goal is to add a junior copywriter within 12 months.

You will be responsible for copy-driven marketing campaigns across multiple personas and brands - from emails to ads to landing pages to drip campaigns - that result in millions of dollars in online sales of business conference tickets, professional training offers and industry reports. You will also write basic brand information ranging from 'about us' pages and customer service FAQs to product taglines. Lastly, your copy will make the difference between web visitors who register for our newsletters and magazines and those who leave without opting in.

Among their responsibilities, the successful applicant in this role will:

- Work closely with the Marketing Director and Senior Marketing and Trafficking Manager to:
 - o Understand personas and metrics for success of each campaign
 - o Turn creative briefs into compelling copy which drives the desired response
 - o Build campaigns which help the audience move through the acquisition and purchase funnel
- Work closely with the Marketing Graphic Designer to optimize the format of messaging for individual assets
- Work with the VP of Marketing to build out a strategic messaging playbook to ensure consistent on-brand and on-persona communications
- Work with the Senior Marketing and Trafficking Manager and the Marketing Analyst to review the results of campaigns and recommend improvements to subsequent assets and campaigns
- Work with Sales (and soon Demand Gen Marketing) to craft media kits and ABM-style campaigns to build the pipeline of exhibitors and sponsors

You should be experienced in:

- Writing compelling copy that converts, based on persona-based market research insights about specific niche audiences
- Concise wording that does the trick even when prospects barely glance at the ad or page
- Avoiding meaningless puns and puffery in favor of words that catch at people's needs
- Writing for an audience that includes entrepreneurs, business directors and investors in an engaging professional tone without pomposity
- Turning out high volumes of campaigns, including all aspects of copy for a particular campaign across multiple media channels in one grouping of work
- Proofing final art to make sure the copy is tight, right and no typos have crept in

- Copywriting across a wide variety of media channels, including understanding the nuances of writing for various social media platforms, display ads, search ads, print ads and brochures, and email ads, blasts and drip campaigns
- Writing strong landing pages and microsites, including working closely with the Marketing Designer and IT to determine the flow and layout best suited for the message you have to get across
- Content marketing, including creating free content offer campaigns to get qualified prospects to fill out lead generation forms
- Understanding how a branded voice and style intersects with response-driven marketing
- A/B test copywriting – understanding how to carefully construct tests
- Preparing copy tweaks to ensure better conversions for forms and carts

Strongly preferred:

- A knowledge of other cultures that you can use to make subtle tweaks to appeal to Canadians, Europeans, or Latin Americans
- Direct response agency experience
- Persona-based copywriting education
- Working with UX/UI to marry copy with layout for maximum impact
- Opt-in funnel development experience

Additional Background and Qualifications:

- 10+ years of experience as a B2B copywriter, preferably with 3+ years spent writing for B2B event and publication audiences
- Ideally includes 3-5 years in direct response marketing
- Strong B2B portfolio that demonstrates your exceptional work with data to back up the results – email, headline display, messaging strategy, call to action, customer journey mapping
- Confident and elegant communication style
- Strong point of view on copywriting and messaging, grounded in demonstrable principles
- Experience collaborating with designers
- Highly detail oriented
- Ability to write about the same brand for multiple personas and make each sound unique, compelling and on-brand
- Bachelor's degree in English, Marketing, Journalism, Communications, or equivalent experience

Applicants must be US residents. Preference will be given to Denver-area residents. Some US travel may be required on occasion. Currently we are working virtually, however some in-person meetings in the Denver office will be required when the pandemic is over and office space will be available for any Denver-area staff requesting it.

The brands you will be marketing for are the oldest, largest and most trusted professional trade shows and media in the cannabis and hemp industries. As seen in Harvard Business Review, the NY Times and Wall Street Journal, MJBizDaily and its associated brands are strongly respected.

MJBizDaily is a division of Anne Holland Ventures Inc, a woman-owned firm headquartered in Lakewood Colorado. We are an equal opportunity employer.