

Associate Copywriter

Royall & Company, located in Richmond, Virginia, is dedicated to helping colleges and universities achieve their enrollment and financial goals through direct marketing recruitment, research, and yield programs.

The Associate Copywriter writes copy by presenting client information in a compelling, informative, and easy-to-understand manner. The position teams with a Strategic Leader, Art Director, Account Manager, Project Manager, Strategic Analyst, and Team Associate to create quality client products.

Essential Functions:

1. Develop creative strategies, and write and revise copy for assigned clients.
2. Work with the Account Team and Resource Staff for the best possible Creative product.
3. Read, analyze and, if necessary, research information for existing and newly assigned clients.
4. Attend all relevant "team meetings" and other meetings related to assigned clients.
5. Work collaboratively with the Production staff to ensure quality standards are met.
6. Communicate with Project Manager and Team Associate in order to adhere to deadlines.
7. Adjust all copy to meet the needs of clients, Project Manager, Production Coordinator, Proofreader, Art Director.
8. Monitor response rates for all projects and clients.
9. Write other types of documents for special creative projects, and other departments as needed.
10. Maintain current and accurate files of reference materials for assigned clients.
11. Review copy using checklists and format copy according to department style guide.
12. Proofread and edit as necessary, and follow up on questionable details.
13. Assist peers and other department staff as needed (for example, by critiquing and/or editing copy from other copywriters, or filling in if other writers are unavailable).
14. Assist with process improvement and implementation, new product development, and training.
15. Read and filter incoming email responses from students as needed.

Minimum Qualifications:

1. Bachelor's degree in English, Journalism, Marketing, or Advertising. Prefer some writing experience in a marketing environment.
2. Ability to meet deadlines and work late hours/weekends as needed.
3. Minimal travel required.

Knowledge, Skills, and Abilities:

1. Ability to read, analyze and interpret all forms of information
2. Ability to think strategically in a direct response context
3. Good persuasion and basic sales skills
4. Ability to conform writing to prescribed styles
5. Excellent written and verbal communication/presentation skills
6. Ability to accept and learn from constructive criticism
7. Strong organizational skills with ability to handle multiple priorities/deadlines

8. Ability to work independently and in team setting in fast paced environment
9. Detail-oriented with ability to follow oral and written instructions, working under tight deadlines
10. Knowledge of Microsoft Office

To Apply:

1. Contact Patricia Kowalski, PHR at pkowalski@royall.com.