

English Copywriter & Content Strategist

Department: Marketing

Reporting to: Director of Marketing

Responsibilities

- Create copy for all BusPatrol's campaigns (B2C & B2B), and all marketing material including and not restricted to: email newsletters, print, website and social media, press releases, native advertisements and sponsored articles, thought-leadership articles, radio, brochures, direct mail, videos, etc.
- Participate in marketing campaign meetings with other key players to understand the company's expectations relating to marketing content
- Work with the in-house marketing and graphic design team to develop creative concepts
- Write editorial and thought-leadership copy when requested
- Review, proofread, and edit all marketing material, including material featuring the BusPatrol brand made by 3rd party partners
- Write copy in accordance with BusPatrol's brand guidelines. Be familiar with the national, state and provincial advertising compliance standards and ensure those standards are met
- Understand different language styles that appeal to various target audiences (B2C & B2B)
- Maintain a clear and consistent brand voice as per the established company brand guidelines
- Stay in the know on marketing trends and competitors' marketing activities
- Other ad hoc copywriting requests

Requirements and Skills

- Undergraduate or Graduate degree in Creative Writing, English, Communications, Journalism or equivalent fields
- 5+ years of copywriting experience
- Excellent communication and proofreading skills
- Experience developing marketing concepts
- Can balance technical and creative writing

- Possesses superior attention to detail and excellent grammar and spelling skills
- Autonomous, able to multi-task and meet deadlines
- Ability to work in a fast-paced and multi-tasking environment.
- Strong team player with a high degree of accountability
- Self-driven with initiative and willingness to learn

Assets

- Previous experience working with technology companies, government or digital agencies
- Previous experience with SEO writing tools (Yoast or SEMrush)
- Previous experience working in public relations or managing PR functions
- Knowledge in content marketing and digital marketing strategy
- Bilingual (French/English)

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Why BusPatrol? A fast growing safety technology company in downtown Montreal....

- Leadership and growth opportunity for qualified designers
- Opportunity to diversify your skill set by participating in different projects
- CSR opportunity to make a big impact for student safety
- Relaxed family-like environment
- Working with dynamic staff
- Personable, friendly staff

Job Types: Full-time, Contract

Experience:

- Copywriting: 5 years (Required)

Work remotely:

- No