

JOB TITLE:	Senior Copywriter		
Job Family:	Sales & Marketing	Job Code:	MC008
Department:	Marketing	Reports To:	Brand Director, Marketing Communications
FLSA Status:	Exempt	Location:	El Segundo, CA
Market Point Range:		ICP Range:	
Date Completed:	June 14, 2010		

POSITION SUMMARY	Responsible for the creative development of communication materials in all media (print, electronic, communications, audio/visual, etc.) to business objectives. Act as Project Manager on print projects, sales promotion campaigns or other communication efforts. Plans, writes, proofread, and edit copy brochures/print and other forms of documents. Familiar with a variety of the field's concepts, practices, and procedures.
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<p>PRINCIPLE RESPONSIBILITIES</p> <p><i>List and description this position's principal responsibilities in concise, comprehensive statements. This job profile is intended to be relatively generic and may be used across the organization. Responsibilities that are attributed only to one incumbent should not be listed unless they are so significant that they create a new position.</i></p>	<ol style="list-style-type: none"> 1. Research article content, verifies facts, dates, and statistics and conducts interviews as needed. Conceptualizes, researches, and writes content for corporate collateral and communications. Develops and edits content for communications, letters, brochures, web copy, conference material, etc. 2. Proofreads, edits, rewrites or modifies copy thoroughly prior to printing and distribution, to conform to corporate brand standards style, and editorial policy. 3. Works with Designers, clients, internal departmental managers and staff, and executives to ensure the most cost-effective, timely and on brand communications. 4. Initiates or replies to correspondence regarding material published or being considered for publications. 5. Assures communications are in compliance with state regulations and meets market conduct guidelines working with internal Risk Management and Advertising Compliance staff. 6. Acts as project manager on projects, routing, coordinating with clients and staff and working in conjunction with Designers. 7. Strong ability to multitask and work in a fast paced, deadline driven environment with competing priorities and multiple open projects ongoing. Senior level project management style, with the ability to switch gears from editing a meeting agenda, to interviewing a CEO for a brochure.
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<p>KNOWLEDGE, SKILLS AND ABILITIES</p> <p><i>Education level, previous experience specific knowledge, skills and abilities required to meet the minimum requirements for this position.</i></p>	<ul style="list-style-type: none"> ▪ Bachelor's degree in Communications, Journalism, English, Advertising or related field. ▪ 5+ year's relevant experience. ▪ Knowledge of journalism style, rules and guidelines. ▪ Ability to manage several assignments simultaneously under tight deadlines. ▪ Project Management skills.
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ADDITIONAL INFORMATION	<ul style="list-style-type: none"> ▪ Does the incumbent in this position have direct accountability for staff supervision/management? No ▪ Does the incumbent in this position have budget accountability? No ▪ Is travel expected to perform this job? No
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