



MARKETING COPYWRITER/EDITOR / FULL TIME / SHELBURNE, VT

Position Summary

The copywriter will work with the design and merchandising teams to produce printed and digital advertising materials for multiple brands. This position reports directly to the Marketing Director.

Responsibilities and Accountabilities

- Develop creative ideas and concepts, often in partnership with the designers.
- Become familiar with the companies' various product lines, the target audience and competitors' activities.
- Work with the team to define and evolve the Nova Natural, Chinaberry and Isabella's voices as we grow.
- Write clear, persuasive, original copy both for products and website pages.
- Update copy in digital media.
- Proofread copy to check spelling and grammar.
- Amend, revise or redevelop advertisements or campaigns in response to feedback.
- See projects through to completion.
- Monitor the effectiveness of copy in advertising campaigns.

Requirements

- Bachelor's Degree in English, Advertising, or related field.
- Ability to write good, clear copy in a variety of styles with accurate spelling and grammar.
- Excellent teamwork, communication and interpersonal skills.
- Logic, creativity and imagination.
- Ability to work under pressure and meet tight deadlines.
- Excellent organizational skills.
- Self-motivation, flexibility, stamina and ability to adapt.
- Confidence, enthusiasm and determination.
- Accuracy and attention to detail.
- Resilience to accept criticism of your work.
- Commercial awareness with the ability to understand the target audiences.
- Basic understanding of writing with SEO in mind.



About South Meadow Ventures

South Meadow Ventures, LLC was founded in 2001 with a single consumer catalog title; Nova Natural Toys & Crafts. Nova Natural Toys & Crafts is committed to wholesome play with heirloom quality, non-disposable toys. In 2008 Nova Natural became the US distributor for Babylonia, a Belgian manufacturer of organic baby wraps and carriers and Fair Trade dolls. In 2015 Nova Natural acquired the established consumer catalog titles China-berry and Isabella, continuing their missions to provide quality products, carefully curated and personally tested.

Why We Are Hiring

We're growing!