

marketing that moves

In

incite

moves

incite

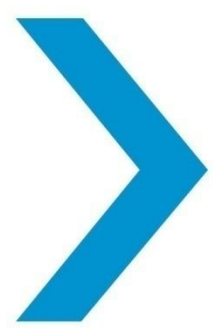
Incite

marketing that moves

marketing that moves

Inc

Incite



Position Title and Type:
Copy Writer / Permanent, Full-Time

Location:
Edmonton

Date Posted:
July 27, 2010

Application Deadline:
Until Filled

incite moves

marketing

Copy Writer

Who is Incite?

At Incite, we are **experts in the creation and delivery of relationship-driven marketing**. Our creative, customized marketing strategies leverage converging media, people, and events to enhance intimacy, improve retention, and measurably improve marketing ROI.

Founded in 1999, Incite works with Clients in the areas of strategy and planning, market research, branding and the ongoing management of their marketing materials and programs. Our flagship marketing program Thrive™ is designed to provide our Clients with an innovative outsourced marketing model that ensures a consistent and ongoing marketing program.

At Incite, we form lasting partnerships with our Clients and are typically engaged throughout the marketing cycle. Incite specializes in working with Clients where the primary objective is identifying innovative marketing opportunities and leveraging long-term relationships with key stakeholders (e.g. Clients, industry associations, employees, referral partners, suppliers, etc.) to capitalize on those opportunities.

Our work with over 200 businesses, industry associations, educational institutions and not-for-profit organizations in Alberta provides valuable insight for our Clients. Our full-time team consists of 26 professionals with expertise in areas of marketing, strategy, branding and creative design.

What are Incite's significant achievements?

- 2009 Winner of Avenue Magazine's Top 40 Under 40 Award
- 2008 Winner of BDC's Young Entrepreneur Award
- 2008 Named in Profit Magazine as Canada's "Next 100" fastest growing companies
- 2008 Named One of Alberta Venture's Fast 50 Growth Champions
- 2007 Winner of 3 Provincial SAM Awards for Communications
- 2007 Profiled in U of A's New Trail Alumni Magazine
- 2005 Alberta's Top 40 Cool Companies Award
- 2005 Employee of the Year Profiled in Alberta Venture Magazine
- 2005 Employee Named to Edmontonians' Sizzling 20 Under 30
- 2004 Profiled in Canada's Marketing Magazine
- 2004 Chamber of Commerce Small Business Owners of the Year Award
- 2003 Expanded Client Base in Western Canada
- 2002 Acquisition of design firm: Dream on Design Company
- 2000 Expansion into new offices in downtown Edmonton
- 1999 Established in Edmonton, Alberta



What is the position?

The position of Copy Writer provides a great opportunity for a proven professional with copywriting experience to add to the Incite team by providing strategic direction to Incite and Incite's clients through the development of compelling written material to help meet established objectives.

What does the position entail?

The successful candidate will be responsible for the following:

Creative copywriting

- Write bold, engaging copy for use in corporate brochures, websites, advertisements, and other marketing materials
- Develop slogans and taglines
- Create innovative product and service descriptions
- Develop key messaging and brand positioning statements

Business copywriting

- Research background information and article opportunities
- Write content for corporate newsletters, annual reports, case studies, and other business specific mediums
- Some technical copywriting- researching and understanding industry and products, communicating technical information to a non technical or semi-technical audience

Editing and proofreading

- Review and enhance draft marketing copy generated by colleagues (in support of Editor)
- Proof (e.g. grammar, typos, sentence structure, etc.) all outbound client materials (in support of Editor)

Marketing support

- Participate in regular creative team brainstorming meetings
- Review Internet research of client, client's customers, competitors, and industry
- Telephone/personal interviews with clients' customers and prospects
- Seek out relevant information from a variety of research sources
- Research and propose marketing ideas



What does an ideal candidate 'look like'?

In addition to displaying excellence in the role outlined above, the successful candidate must be able to demonstrate proficiency in the following.

- Professional writing experience with a focus on copywriting, resulting in clear, concise, creative copy
- Demonstrated intelligence, analytical skills, judgment, strategic thinking abilities
- Ability to work and think quickly, to respond to tight deadlines, and to come up with brilliant ideas in short brainstorm sessions
- Personal competencies including iron clad integrity, the ability to earn the trust of clients and coworkers, and resourcefulness
- The likeability factor! You know how to listen, communicate, negotiate, coach—yet persuade and really build relationships (you don't just say you can do that)
- Proven ability to conceptualize and create in imaginative, out-of-the-ordinary, 'Holy Cow!' ways
- That rare balance of the ability to work in a team and independently
- Organization, stress management skills and self awareness
- Those other basics for any marketing professional: the ability to motivate, to drive energy into any project and to thrive in 40 hour work weeks yet maintain real balance in life—including engaging actively in the community and/or associations, pursuing after-work interests, maintaining wellness and strengthening relationships

What background and experience will the ideal candidate have?

- Degree and/or diploma in marketing, business, PR, or communications, or English
- Or... the ability to understand a concept quickly and to skilfully translate that concept into dazzling writing...on a tight timeline!
- Excellent written, interpersonal, telephone and group communication skills
- Proficiency in Microsoft Office

How can you apply?

Start by compiling the following package of materials:

- Cover letter specifically outlining why you would be a good fit for Incite , including your interest in copy writing and your strengths and weaknesses as they relate to the above job description and requirements
- Resume highlighting relevant experience and specific skills
- Samples of your written work (ideally short copy that served a communication or persuasion purpose)
- 3 business references

Then send the package via email or mail to:

Margo Schulte McKinnon

Strategic Planner

T: (780) 423-5552 ext. 327

F: (780) 423-6640

E: margo@incitemarketing.ca

See website for detailed information on Incite:

www.incitemarketing.ca

