

JOB DESCRIPTION

Online Copywriter	
Location:	Durbanville
Date:	April 2008
Reporting To:	Jonathan Dyer
Reporting to You:	None
Purpose	Write copy for Clickatell website/s, and online ads
Key Responsibility Areas:	<ul style="list-style-type: none"> - Writing website copy for a number of online software products and solutions across various Clickatell web domains - Developing ideas and writing copy for online advertising and promotions - Copy for banner campaigns, newsletter content pieces, online case studies, web brochures and other collateral used for online promotions. - Ability to turn feature based content into benefit orientated sales copy to satisfy a range of website audiences and ultimately assist in driving revenue for the Clickatell online business
Core Competencies:	<ul style="list-style-type: none"> - 3 years+ copywriting experience - Experience writing copy for websites - Experience writing sales copy
General Competencies:	<ul style="list-style-type: none"> - A passion for the web - Versatility and initiative - Able to juggle multiple projects simultaneously
Experience and Education:	<ul style="list-style-type: none"> - Qualified at AAA, Vega or Red & Yellow - Two to four years experience in web copywriting - Proofreading experience is a must - Understanding of layouts in relation to brochures and other print pieces - A portfolio of the highest quality including pro-active work - Able to create a range of concepts for each project, be self-motivated with a positive attitude and have strong communications skills
Personal Characteristics:	<ul style="list-style-type: none"> Attention to detail Self driven Good communicator Good interpersonal skills Responsible and accountable Work / perform well under pressure
Special Requirements:	Regular and on time attendance.

Note:

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge; skill and or ability required and are not intended to be an exhaustive list of all duties and responsibilities associated with this job.

You will be required to perform all reasonable duties assigned to you or related or incidental to the proper completion of your job tasks;

During a colleague's leave of absence from the company or during month end or peak business periods, you may be required to perform other job tasks upon reasonable request from your line manager.

Relocation costs (if applicable) will be for own account.