

PPAI JOB DESCRIPTION

Marketing Copywriter

Highly creative individual responsible for developing and maintaining consistent and creative messaging, voice, and tone for all Promotional Products Association International (PPAI's) marketing efforts. This includes writing, editing, proof reading and web content management for the effective promotion of all products and services of the association.

Reporting Structure

Title of reporting manager: Publisher & Editor-in-Chief
Department: Media

Job Status

FLSA Status (Exempt / Non-Exempt):	Exempt
Compensation (Hourly / Salary):	Salary
Job Status (Full-Time /Part-Time /Temp):	Full-Time
Daily Schedule (Start time Flexible / Not Flexible):	Flexible
Work Location: Position must work from HQ location on a hybrid schedule	

Job Discretion

How many people does this position supervise: 0
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

Essential Functions and Primary Duties (list up to 10 most important points)

1. Write marketing/promotional copy that is compelling and creative for various B2B and B2C media, including; magazine ads, web sites, brochures, postcards, emails and more as assigned.
2. Research and develop copy for monthly member updates.
3. Brainstorm and develop scripts for promotional videos.
4. Actively participate in weekly brainstorming sessions with creative team.
5. Work closely with marketing managers to create fully integrated marketing messages.
6. Review and edit content generated by other departments.
7. Work with cross-functional teams to determine the best copy for each product or feature being marketed.
8. Must have the ability to write in a fast-paced environment for multiple "clients" and meet tight deadlines.
9. Must have a keen sense of how copy relates to visuals and be able to articulate concepts.
10. Must have strong personal organization and time management skills; and ability to manage multiple time-sensitive assignments simultaneously.
11. A proven track record of interacting with content/copy stakeholders, project managers, department managers, designers, and web application programmers.

Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Requirements

School/Certification Authority	Degree/ Certification	Major/ Minor
College/University	BA	Communications, Marketing, Advertising, PR, Journalism or relevant experience

Experience Requirements

Type of Work	Years of experience	Depth of Experience
Advertising Agency	2-4	
In-House Marketing Department	2-4	

Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Excellent Conceptualization Skills	2+	
Writing for web	2+	
Attentive to detail	2+	

Physical Requirements

- *Sitting: 90%
- *Standing: 10%
- *Lifting: 5 lbs
- *Pushing/Pulling: minimal
- *Bending/Stooping: minimal
- *Extended work hours, extended weeks (endurance requirement): seasonal

Work Environment

- *Office environment: 95%
- *Trade show floor or event venues: 5%
- *Temperature controlled environment
- *Travel: Seasonal