

# Copywriter Position

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<b>Positions:</b>	Copywriter
<b>Reports to:</b>	Creative Director
<b>Location:</b>	Remote
<b>Date:</b>	Posted September 15, 2022

## Overview

The adoption of blockchain technology is paving the way for innovative solutions to fundamental societal challenges. Blockchain initiatives can strengthen digital identities, improve value chains, reduce fraudulent elections, combat corruption, and preserve land and medical records, among other use cases.

Impact+ seeks to achieve social impact through the implementation of blockchain solutions in Kenya, South Africa, Nigeria, Brazil, Argentina and Mexico. We believe local players with deep societal understanding are well positioned to use this technology to build positive, viable, effective, and sustainable solutions. We partner with international blockchain organisations to gain valuable support and expertise for maximizing on-the-ground success.

The role of **Copywriter** is responsible for producing engaging, clear text for different mediums such as websites, social networks, blogs, research papers, business development materials and other marketing materials. Responsibilities include researching keywords, producing interesting written content and proofreading their work for accuracy and quality.

## Key Functions

- Writing clear and error-free content for the website and business development that reflects the company's voice.
- Proposing copy concepts in an engaging way for clients and carrying out projects once they are approved
- Interpreting creative direction and technical information and turning them into persuasive copy concepts
- Collaborating with PR and marketing departments to brainstorm and develop a variety of marketing materials
- Collaborating with Research department to produce interesting written content and proofreading for accuracy and quality.
- Working with clients to edit and modify copy to meet their content expectations

## Key Competencies

- Bachelor's degree or equivalent experience in communication or marketing
- Written and verbal proficiency in English; Catalan or Spanish is a plus
- Experience producing copy for print and digital media channels
- Proven success in producing copy for advertising or marketing campaigns
- Exceptional skill in social media writing, including use of hashtags and relevant acronyms
- Proficiency with common office software
- Experience with SEO concepts and social media marketing
- Creativity, adaptability and the ability to work collaboratively with a team
- Passion for social impact projects
- Knowledge of blockchain technology is a plus

## Time Allocation and Parameters

- The Copywriter position will report to the Creative Director.
- A three-month trial period applies to the position, followed by a performance review and discussion of next steps.
- This is a part-time or full-time position.

## Remarks

- All selected candidates -as does all of the team- will pass basic trainings (workplace harassment, sexual harassment, etc.)
- The selected candidate will enter a consultancy agreement with Impact Plus.

## How to apply?

- Applications will be reviewed on a first-come basis.
- Apply at <https://www.impact-plus.io/careers>

*At Impact Plus, we are committed to creating a diverse and inclusive environment of mutual respect. Impact Plus recruits, employs, trains, compensates, and promotes regardless of race, religion, color, sex, gender identity, sexual orientation, age, ability, national origin, or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, competence, integrity and organizational need.*

*Impact Plus has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the company, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. All selected candidates will be expected to adhere to Impact Plus' policies and procedures through a signed agreement.*

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