

Scope of Work - Copywriter Intern Position

Positions: Copywriter
Reports to: Creative Director
Location: Remote
Date Posted: February 1, 2023

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

- Work side by side with the creative director to build appropriate storytelling, positioning the brand in each initiative while adapting to local and worldwide sensitivity.
- Support the strategy on marketing by participating in the brainstorming sessions when required.
- Cover SEO writing skills and email support when required.
- Write clear and error-free content for the website, newsletter, and other products based on marketing and business development purposes that reflect the company's voice.
- Propose copy concepts in an engaging way for clients, and carry out projects once they are approved.
- Interpret creative direction and technical information, while turning them into persuasive copy concepts.
- Collaborate with our research department to produce interesting written content and proofread for accuracy and quality based on creative direction.
- Edit and modify clients' copy to meet content expectations when required.
- Reinforce press notes and placement of content on traditional and niche media when possible.
- Draft and/or supervise posts with different styles to position the brand on social networks when required.

What we offer

- Opportunities for global skill development
- A dynamic environment where you can make a real impact and add creative value
- Flexible work schedule based on project requirements
- A collaborative work culture that encourages daily knowledge sharing
- A supportive and diverse team that will help bring your talents to life
- A multicultural and challenging work atmosphere that will feed your curiosity
- A purpose-driven company that legitimizes your work potential for long-term growth opportunities

Key Competencies

- Bachelor's degree or equivalent experience in communication, writing, journalism, or similar position
- 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
- Creative thinking, adaptability, and the capacity to work effectively with a diverse, global team in a dynamic work environment.
- Passion for social impact projects
- Knowledge Blockchain technology and social development 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 for next steps.
- This is a part-time or full-time position.

Remarks

- All selected candidates -as does the entire 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.