

fluent360™ is one of the foremost agency leaders shaping the multicultural marketing industry. Equal parts integrated marketing agency and cultural hub, we specialize in giving brands a resonating voice to effectively speak to various cultural segments– both ethnic and consumer niche followings. As a multi-talented, multicultural agency, we offer a full spectrum of communication services. Find out more about us at www.fluent360.com.

We are looking for a Senior Copywriter to join the fluent360 team. Candidates must have 5-7 years of creative writing experience in advertising with segment experience targeting African American consumers.

The Senior Copywriter will generate creative ideas to solve the marketing challenge as outlined on the agency/client creative brief. Above and beyond the conceptual, this position is specifically responsible for the written aspects (scripts, headlines, body copy) of creating advertising elements for specified media.

**Primary responsibilities**

* Work as part of the Agency team to achieve the client’s objectives through creative imagery and effective message strategies.
* Demonstrate creative thinking and provides marketable solutions for advertising problems.
* Bring innovative concepts into finished copy for print, digital, television, radio and collateral materials from conception to completion.
* Revise, edit and proofread content as needed or directed by client and creative team.
* Maintains a high standard in the presentation of all work to internal and client audiences.
* Work with the ACD/Art Director to deliver polished and well-designed creative elements for internal and external presentations.
* Maintain a status on all ongoing projects and makes sure all deliverables are met in a timely manner.
* Ensure brand guidelines and glossary are followed and adhered to.
* Ensure synergy when working with General Market across all components of a campaign.
* Adhere to established formats and works within budget boundaries.
* Interpret creative briefs and client feedback.
* Participate and contributes to creative briefings, creative presentations to the ACD/ECD, to Account Service, and to clients.
* Work collaboratively, accept direction and translate feedback.
* Manage multiple projects simultaneously while meeting deadlines.
* Keep up to date with trends within the industries specific to assigned brands.

**Qualifications**

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* Creative writing samples and/or portfolio is required.
* Bachelor’s degree in advertising, communications, or similar creative writing courses.
* 5-7 years of creative writing experience in advertising with segment experience targeting African American consumers.
* Adapts well to accommodate changes in marketing direction, client needs or agency process.
* Must be a self-starter that can take direction and feedback.

**Agency Benefits & Perks**

fluent360 offers a comprehensive benefit package including medical, dental and vision insurance, company paid life/AD&D, short-term and long-term disability, and a generous PTO and sick leave policy. In addition, we have some amazing agency perks including paid gym membership, summer hours, 16 paid holidays, and flexible schedules.

fluent360 is an Equal Opportunity Employer, EEO, AAE, MF/Disability/Vet.

Our organization participates in E-Verify. For more information visit https://www.uscis.gov/e-verify. E-Verify is an Internet-based system that compares information from an employee’s Form I-9, Employment Eligibility Verification, to data from U.S. Department of Homeland Security and Social Security Administration records to confirm employment eligibility.

**Seniority Level**

Mid-Senior level

**Industry**

* Marketing & Advertising

**Employment Type**

Full-time

**Job Functions**

* Writing/Editing

* Advertising

**How to Apply**

**Apply via LinkedIn**

[**https://www.linkedin.com/jobs/search/?currentJobId=2423183526&f\_C=9479690&geoId=92000000**](https://www.linkedin.com/jobs/search/?currentJobId=2423183526&f_C=9479690&geoId=92000000)

**Send resume directly to:**

[**careers@fluent360.com**](mailto:careers@fluent360.com)