

# Digital Copywriter

<b>Remuneration:</b>	market-related
<b>Location:</b>	George
<b>Job level:</b>	Mid
<b>Type:</b>	Permanent
<b>Reference:</b>	#BH-137
<b>Company:</b>	Badger Holdings

dotsure.co.za is one of the fastest growing Insurtech brands in South Africa. Part of a group with over 1000 employees and a presence in 5 countries, this exceptional, fast-paced environment offers unmatched career progression opportunities for bright minds that want to realise their potential in an environment that rewards initiative and proactive contribution

We are looking for a talented copywriter to help shape our voice and build our brand.

## Your mission should you accept:

### General content creation:

- Research, write, and edit persuasive, SEO-optimised web copy, in support of business goals and objectives.
- Write compelling headlines, taglines and calls to action for digital ads and landing pages.
- Assist with the conceptualisation of creative marketing campaigns and creation of necessary marketing collateral in support of campaigns.

### Social media content creation:

- Write social media posts for Facebook, LinkedIn, Twitter, Instagram or any other relevant social channels.
- Create compelling and platform specific scripting for social media video content.

### UX writing:

- Create relevant micro copy for websites apps and other digital assets to drive action and guide people through digital journeys.
- Offer a content strategy perspective throughout the product development process, and influence strategic decisions across and within products to improve the overall experience and ensure consistency across platforms.
- Write clear and concise content across multiple touch points (including product names, labels and navigational elements, emails, tutorials, marketing pages, and notifications).

### Requirements:

- Minimum of two year working experience, in a digital content environment.
- Highly articulate with an excellent command of spoken and written English is essential.
- Creativity, and ability to produce innovative and original ideas for new content.
- Ability to work under pressure and to tight deadlines without compromising quality.
- Tech-savvy and fully competent in the Microsoft suite.
- A team player and an animal lover.

- Developmentally-minded with a keen interest in personal and people development.

If you love to write digital copy and you're great at it, then you should apply for this position. This is a world class opportunity to join a world class team. The position is based in George, Western Cape.

Posted on 08 May 14:53, Closing date 6 Jun

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See also: [Copywriter](#), [Digital Account Manager](#), [Digital Designer](#), [Digital Printer](#)

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