



# Copywriter

**Who we are:** Empower Amsterdam is a charitable foundation that supports non-Dutch speakers, who are unemployed, with free career coaching and workshops. As a team, we really care about the people we want to help. We are passionate about helping people who are unemployed. Our goal is to help them work out the roller coaster of emotions that come with unemployment so they can get to the other side of things. We know that unemployment can feel hopeless and cause people to feel insecure about themselves. By helping to change their mindset and be a sounding board, our clients can feel **empowered** to find the job or career they always wanted.

**Location:** Work from Home and able to meet in Amsterdam once a month for our in-person meetings

## Purpose of the Position

The Copywriter will align with our overall marketing objectives in the areas of writing copy for different areas. They are a key member of the marketing team making sure the content we put out aligns with our brand and connects with the people we are ultimately trying to help. This role coordinates and supports our ambitious goals to help our communities.

## Responsibilities and Duties

There are definitely some key tasks that you will be responsible for in this role. First and foremost, we are a team. We work together on everything so even though you are taking a lead on some of these things, you are not alone in doing everything. We support each other because we believe in the power of what we are doing.

- Writes copy for offline and online advertising (videos, web ads, event communication, social media, emails etc.)
- Develops unique, out of the box concepts that can become viral and generate WOM
- Conceives, develops and produces effective CSR campaigns
- Writes copy for our website
- Works with the designers to complete campaigns
- Writes press releases announcing our events
- Uses SEO to maximize copy's reach
- Sources images and other content

## Qualifications

Qualifications and skills are important but it's not everything. We're looking to bring people on our team who want to help others. We are a team of people who feel passionate about the work we are doing together. We share this drive that we are making a difference in someone's life. So we're looking for new team members who also share this drive and passion. If you have that then the rest will fall into place. Below are the skills and qualifications in our ideal candidate however, skills can be learned and experience can be gained. What we can't teach is passion.

- 3+ years experience in copywriting
- Bachelor's degree



- Creativity and ability to conceptualize
- Excellent English is a must
- Excellent writing, editing, and proofreading skills
- Experience with SEO
- Strong research skills

\*\*\*Writing portfolio required\*\*\*

### **Commitment Expected**

We expect 5 - 8 hours per week. Although there may be some weeks where we need a bit more time usually around an upcoming event. We try to plan these things well in advance but sometimes things don't quite work out that way. Our ultimate goal is to balance out the workload.

### **What We Give to YOU!**

We are a team of experienced marketers. We freely share our knowledge with each other. If you are a good fit for our team, this is the place to grow as a person and a professional. Here you can gain new skills and test out your ideas. You can attend our workshops for free. And naturally, we offer free 1 to 1 coaching to our volunteers.

**Start Date:** ASAP