



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 stay positive about their situation so they do not spiral further into depression. We know that unemployment can feel hopeless and cause people to feel insecure about themselves. So our goal is change their mindset and be a sounding board so they can help themselves find the job or career they always wanted.

Location: Preferably in Amsterdam / Work from Home

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 really 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.

- 3+ years experience in copywriting
- Bachelor's degree
- Creativity and ability to conceptualize
- Excellent English
- 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 work load.

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. Naturally, we offer free coaching and mentoring.

This role reports to the MarComms Manager.

Start Date: ASAP