

Brand Copywriter (Marketing Communications Specialist 3)

The Office of Strategic Communications (Penn State's central news, public relations, and marketing division) seeks a self-motivated content creator to write campaign copy, long-form content for websites, recruitment materials, and digital collateral such as display ads, paid searches, landing pages, and videos. The position, which reports to the director of brand strategy in University Marketing, has the potential to be performed remotely on a permanent basis. Any remote-working arrangements will be agreed upon after the successful candidate has been selected for the position.

The primary role of the brand copywriter is to align marketing communications with brand messaging and content strategy and to partner with key stakeholders throughout the University to ensure cohesion. In addition to working with University Marketing's internal strategy, web development, and creative teams, the successful candidate will collaborate with various Penn State units and external agency partners.

Specifically, the brand copywriter will:

- Collaborate with strategists, creative teams, and external influencers to produce relevant content that meets the needs of Penn State
- Translate direction from creative briefs into compelling copy and concepts
- Participate in message development and campaign planning for communications initiatives
- Edit and proofread materials to ensure adherence to Penn State editorial style
- Serve on the team that sets content strategy for the University's official website (<http://www.psu.edu>)

Skills and Qualifications:

- Proficient at writing in various styles and formats, including email, digital media, social, video scripts, and infographics
- Able to convey verbal and written information in a clear, concise manner
- Experience with content creation and content marketing
- Strong copyediting and proofreading skills
- Excellent organizational and time management skills
- Collaborative work ethic

Typically requires a bachelor's degree or higher plus four years of related experience, or an equivalent combination of education and experience. A degree in advertising, marketing, English, communications, or relevant field is preferred. Agency experience is a plus, but not required. All candidates should provide relevant examples of their writing to demonstrate an ability to translate messaging and creative direction and strategy into compelling content across multiple channels.

The Pennsylvania State University is committed to and accountable for advancing diversity, equity, and inclusion in all of its forms. We embrace individual uniqueness,

foster a culture of inclusion that supports both broad and specific diversity initiatives, leverage the educational and institutional benefits of diversity, and engage all individuals to help them thrive. We value inclusion as a core strength and an essential element of our public service mission.

Apply online at <https://apptrkr.com/2634154>

CAMPUS SECURITY CRIME STATISTICS: For more about safety at Penn State, and to review the Annual Security Report which contains information about crime statistics and other safety and security matters, please go to <http://www.police.psu.edu/clery/>, which will also provide you with detail on how to request a hard copy of the Annual Security Report.

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status.

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