

COPY WRITER

Intern Description

Position: Copywriter Internship

Duties:

- Write clear, attractive copy with a distinct voice
- Research and understand the client's needs and target audiences through online searches, reviews of existing research, interviews with subject matter experts, and in-person meetings
- Write original copy and edit content for a range of corporate marketing and communications materials
- Present copy concepts and final deliverables to the internal team and to client representative as needed, and participate in client pitches on occasion
- Interpret copywriting briefs to understand project requirements
- Collaborate with designers, PR and other professionals on large- and small scale marketing projects (e.g. email campaigns and landing pages)
- Edit and Revise copy based on internal and client feedback/direction and proofread copy as needed
- Use SEO principles to maximise copy's reach
- Source images and other content

The intern's title and duties set out above are not intended to be an exhaustive list of responsibilities. The Intern may be required to perform duties and tasks ancillary to that or otherwise, which, although not expressly set out herein, shall be regarded as incidental to the Intern's job and for which no additional remuneration shall be payable.

The Intern must have his laptop/personal computer compatible with the software used by the business and a motor vehicle to perform his duties set out above and will not be provided with such by the employer.

CONTRACTUAL OBLIGATIONS

Further to the above, the Intern undertakes to:

- Perform such duties and carry out lawful instructions given to them by management.
- To use their best endeavours to promote and extend the company's business.
- Both during and after the termination of their internship, not to disclose to anyone any confidential information whatsoever concerning the company.
- To provide to the company whenever management requires them to do so and, in the event, forthwith upon the termination of this agreement for any reason, all books of accounts, records, information, correspondence and notes, concerning or containing any reference to the work or business of the company, which belongs to the company or are in the possession or under control, directly or indirectly, of the Intern.
- Not to have any alternative employment, i.e. the Intern may only be employed by the company and is expressly prohibited from any alternative employment.
- Not to exceed or purport to exceed or purport to have the right to exceed the express limits of her authority as an Intern of the company or such authorities as may be necessarily be implied by virtue of the Intern's capacity and functions.
- Not to otherwise than for the benefit of the company and in accordance with the company's instructions, make any notes or memoranda relating to any matter within the company's scope of business or concerning any of its dealings or affairs.
- To report to the company any information relating to the products or services of the company's competitors that may be reasonable in the company's best interest.
- Not to remove from the company's premises any books, records, documents, or other items belonging to the company save for the bona fide purpose of fulfilling their functions and duties in terms of this agreement or with the company's prior written consent.
- Not to act on behalf of the company or in a manner that would bring discredit or injury to the company.
- To refrain from making or publishing false or disparaging statements, whether oral or written, express or implied, regarding the company or its competitors.

Copywriting Process

Once a week, the copywriter will be briefed on upcoming work for the next week. Management will supply the copywriter with content briefs that include the copywriting scope. The copywriter shall hand over the content every week to management to review. Should any amendments be required, management will inform the copywriter of such amendments before a final review is done.

The copywriter will be required to research the subject of the article. However, the copy briefs will include reference links to clarify the theme or topic of the required blog article. Management will also supply the copywriter with the relevant SEO keywords to be included in blog articles. It is suggested that the copywriter use the POWER process during the first initial drafting phase. Prepare, organise, write, edit and review.