

JOB DESCRIPTION

General Job Title: Copy Writer

Original Date: [Click here and type]

Revised Date: [Click here and type]

Unit: [Click here and type]

Department: [Click here and type]

Basic Function and Scope of Responsibilities: Writes advertising copy for use by publication or broadcast media to promote sale of goods and services: Consults with sales media, and marketing representatives to obtain information on product or service and discuss style and length of advertising copy. Obtains additional background and current development information through research and interview. Reviews advertising trends, consumer surveys, and other data regarding marketing of specific and related goods and services to formulate presentation approach. Writes preliminary draft of copy and sends to supervisor for approval. Corrects and revises copy as necessary. May write articles, bulletins, sales letters, speeches, and other related informative and promotional material. May enter information into computer to prepare advertising copy.

Principal Responsibilities:	Percentage of Time
- [Click here and type]	%
- [Click here and type]	%
- [Click here and type]	%
- [Click here and type]	%
- Perform other job-related duties as assigned	%

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Education Requirements: Check the minimum level of formal education that is required to perform this job satisfactorily.

- | | |
|--------------------------------------------------|----------------------|
| .. High School Diploma or GED | .. Bachelor's Degree |
| .. Vocational School or some college courses | .. Master's Degree |
| .. Associate's Degree, Trade or Technical School | .. Doctoral Degree |

List specific examples of degree(s), area(s) of study, and/or licensure(s), denoting (R) if required or (P) if preferred

Training, Skills, Knowledge and/or Experience: List specific examples, denoting (R) if required or (P) if preferred

- Specific training courses in this field (explain): [Click here and type]
- General experience in this field (explain): [Click here and type]
- Experience specific to this position (explain): [Click here and type]

Approved by (Supervisor):

Approved by (HR):

Salary grade (HR):

Cost center (HR):

Authority:

Decision Making

What is the nature of the direct supervision that is provided to the incumbent of this position?

- Minimal direction is given

Financial Authority

Provide quantitative measurements (i.e. budgets, sales volumes, etc.) for which this position is responsible. Indicate type and amount:

[Click here and type]

Describe the impact of not carrying out or creating errors in the principal responsibilities of this position (Consider impact to department/company operations, internal and/or external customers, costs and timing of product or deliverables):

[Click here and type]

Contacts: List key contacts, purpose, and frequency for both internal and external contacts.

Function/Description	Purpose	Internal/External	Frequency
[Click here and type]	[Click here and type]	internal	daily
[Click here and type]	[Click here and type]	internal	daily
[Click here and type]	[Click here and type]	internal	daily

Supervisory Responsibility:

- .. No supervisory responsibility
- .. Provides guidance, leadership, or training to other employees (no direct supervision)
- .. Directly responsible for supervising non-exempt, clerical, or office administrative personnel
- .. Directly responsible for supervising exempt, professional, or technical employees
- .. Directly responsible for supervising supervisory/managerial employees

Organizational Structure:

Job Title to which this position reports: [Click here and type]

Job Titles directly reporting to this position: [Click here and type]

Job Titles indirectly reporting to this position (e.g. Titles reporting to position's subordinates): [Click here and type]

Working Conditions:

Please describe the following work conditions that are generally required to execute the principal duties of this position

Physical surroundings (e.g. office equipment): [Click here and type]

Adverse working environment (e.g. specify extent of exposure to noise, extreme temperature, dirt, dangerous machinery, or other hazardous conditions requiring safety adherence and/or PPE equipment): [Click here and type]

Physical Effort: (Specify repetitive lifting, bending, stooping, or other physical effort required): [Click here and type]

Domestic/International Travel:

Extensive Hours:

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this position. They are not intended to be an exhaustive list of all associated responsibilities, skills, efforts, or working conditions. «_CompanyName», reserves the right to change, amend, add, delete, and otherwise assign any and all duties, responsibilities, and position titles as it deems necessary to meet the needs of the business.