

Pop-Dot

2 S. Carroll St.

Madison, WI 53703

www.popdotmarketing.com

careers@popdot.agency

OVERVIEW

We're seeking a full-time, on-site Copywriter at our bustling marketing and advertising agency. The primary requirement for this position is straight-forward: You can write eyebrow-raising, sometimes jaw-dropping, always-ingenuous, professional copy. Your level of education, training, and experience *are all secondary matters*. Why is that? Because if you can write—*then you can write!*

Pop-Dot is a Madison, Wisconsin-based agency with local, regional, and global business clients. Our clients come from a wide variety of industries, offer a broad range of products and services, and have a vast array of advertising, marketing, and public relations needs. And although this position *doesn't* require previous agency experience, or a background in any of the client-industries that we serve, it does require one thing: You can write copy that's subtle-and-smooth when the time is right, and copy like a four-alarm fire when it's necessary. In other words, this position requires an individual that can really-and-truly write; one that can produce strategically-on-point copy that balances both creativity and professionalism.

POSITION DESCRIPTION

As a critical and valued member of the Creative Services team, you'll serve as the agency's *primary* Copywriter. Examples of the exciting projects that you'll work on include: television commercials, magazine ads, billboards, social media campaigns, radio spots, digital advertisements, marketing collateral, promotional videos, product packaging, websites, and more. To this end, you'll work side-by-side (in our downtown Madison offices) with multi-skilled Graphic Designers and Website Developers. You'll also work with freelance creatives who provide extra bandwidth, or possess specialized skillsets necessary to get one-of-a-kind jobs done.

Daily, you'll join forces with Pop-Dot's Account Services staff whose primary responsibility is to ensure that our clients are, in every way, delighted. This team is principally responsible for the client communication, project planning, strategy, and research that is required for you to successfully fulfill your Copywriter responsibilities.

At times, you'll directly interface with Pop-Dot's clients (in harmony with the Account Services team) to creatively collaborate within a project. This approach is how we've delivered so much compelling, award-winning work to our clients, for so many years now. So, you'll play a crucial role in the continuation of that shared success.

The office environment you'll work in, on a daily basis, is highly-productive, creatively-oriented, and often interactive. Innovative leaps and jobs well done result in kudos and high-fives (and sometimes bell ringing). We produce high-level advertising, marketing, and public relations products for our clients each day. And at the end of our fast-moving days, we feel a lot of pride in our combined, innovative efforts.

QUALIFICATIONS

- You must be able to write copy that is both innovative and strategically-aligned—without feeling “stretched.” In other words: writing copy that’s out-of-the-box, while at the same time falls within the project’s strategic framework—this must be the mode in which you comfortably do your best work.
- You must have the ability and willingness to learn across the spectrum, including: productivity apps, workflow processes, niche industry knowledge, etc.
- You’ll need to get comfortable with Apple MacBook and its standard applications (if you’re not already).
- You must be skillful and capable with Microsoft Word, Excel, and PowerPoint.
- You must be comfortable communicating in all ways, for example: in-person, on the phone, over email, etc.
- You must value the working relationships we have with our clients. Most are long-term, and we cherish that.
- You must value the working relationships you have with other team members. We are a tight-knit group that cares about the impact we have on each other.
- You must be self-motivated, and able to work independently—even in this team environment. We’re all counting on each other, in order to succeed together.
- Proven-and-verifiable success in the past, where these qualifications and strengths have been demonstrated, puts you at the top of our candidate list. You’ll prove this with your writing samples, any past experience, and references.

MORE BENEFITS OF WORKING AT POP-DOT

You’ll enjoy a full range of benefits as a member of Pop-Dot, including a robust and competitive employment package which includes (but isn’t limited to):

- Flex-Time Off
- Paid Holidays
- Health Insurance
- Dental Insurance
- Eye Insurance
- 401k Employer Match
- Financial Planning Services
- Covered, Garage Parking
- *And more*

This is a full-time, on-site position, with a standard workweek of Monday through Friday.

Pop-Dot is located in downtown Madison, WI, “on the square”. Our building boasts spectacular views of the Wisconsin State Capital building.

IF YOU CAN REALLY WRITE, THEN APPLY

To apply, please email your *writing samples* and a *brief resume with references* to careers@popdot.agency.