

Job Posting

Position: Creative Copywriter

Reporting to: Manager, Content Marketing

Location: Toronto, Ontario

Term: Contract

Overview

You are a creative storyteller with experience delivering effective communications for digital channels, including websites, blogs, emails and social media.

Butterfield & Robinson's continued success depends upon harnessing its brand voice to maintain its place as a leader in its field. As the Creative Copywriter, you will report to the Manager of Content Marketing and help strategically hone and express B&R's message. You'll adapt B&R's effective and long-established brand voice to craft copy that's captivating and engaging enough to make the world's most discerning travellers feel compelled to book a B&R trip.

In addition to a writerly wit, you have an eye for imagery, and excel at combining words with photography to create marketing pieces and editorial packages that both entertains and engages your audience. Meeting deadlines and multitasking both come naturally to you, allowing you to juggle multiple projects without breaking a sweat.

This position has the following responsibilities:

- Write copy and create content that will be used across multiple digital marketing channels, including email, website, blog and social media;
- Support the Manager of Lead Acquisition and Manager of Content Marketing in crafting messages for acquisition campaigns;
- Assist the Marketing Content Coordinator in selecting photos, creating editorial packages and building webpages on Butterfield.com.

The ideal candidate will come to B&R with the following experience and qualifications:

- 3 years of copywriting experience, preferably at an advertising or marketing agency;
- College or university degree in communications, advertising or marketing (or related degree);
- Able to quickly condense elaborate and complex ideas into concise, compelling copy;
- Expert language skills including strong understanding of sales and marketing techniques;
- Experience with blogging a plus;
- Familiarity with WordPress and Photoshop is valued.

The ideal candidate will have demonstrated all of the following skills and characteristics:

- Strong understanding of the nuances of online writing, including some familiarity with on-page SEO;
- Strong eye for photography; able to source and select the perfect image to pair with your copy;
- Able to multitask and simultaneously manage multiple projects;
- Enthusiastic and professional attitude;
- Strong comprehension of English grammar, syntax and spelling; and
- Knowledge of luxury travel and tourism, hospitality and service an asset.

Send your cover letter, resume and two relevant writing submissions to:

Germaine Collins, Manager – Human Resources and Administration
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