



**COPY WRITER
JOB DESCRIPTION**

JOB TITLE: COPY WRITER

DEPARTMENT: *Marketing*

POSITION REPORTS TO: Vice President of Marketing & Film Commissioner

EXEMPT OR NON-EXEMPT: Exempt (Professional)

CORE VALUES

Work toward goals of Visit Fort Worth while living out the core values of the organization: respect, trust, hospitality, accountability, collaboration, and innovation.

Our organization promotes Fort Worth and invites visitors from all over the world. They come to our city because they have heard about the fun attractions, friendly people, and beautiful sites.

We believe in teamwork built around six core values: Respect, Trust, Hospitality, Accountability, Collaboration, and Innovation. Tourism is hard work. It's also rewarding.

The full job description is below. If you'd like to join our team, drop a cover letter and resume or updated LinkedIn profile to jobs@fortworth.com.

SUMMARY OF BASIC FUNCTIONS:

The Copy Writer is responsible for ensuring content is relevant and up-to-date and writing engaging content including marketing materials, presentations, website, newsletters, e-mails, press releases, executive letters, speeches, invitations and more.

SUMMARY OF QUALIFICATIONS:

Candidate should have experience in copywriting, editing and proofreading. Knowledge of the tourism and travel industries is a plus.

- Responsible for drafting copy for all website pages
- Copywriting for marketing materials such as one-sheets and Power Point presentations
- Copywriting for newsletters including but not limited to Bob's 3 Things, Sports Newsletters, Consumer, Film and Music
- Draft press releases when needed
- Copywriting for invitations
- Support with speechwriting as needed
- Copywriting for print and digital ads
- Interact with other departments to produce content as needed
- Extensive knowledge of AP style
- Other writing duties as assigned

Special consideration may be given to candidates who also have graphic design experience.

POSITION QUALIFICATIONS:

Education -	Equivalent to a Bachelor's degree from an accredited college or university with major course work in communications, advertising, journalism, marketing or English.
Experience -	Minimum of one year experience in marketing, communications or public relations
Special Skills -	English usage, spelling, grammar and punctuation. Must demonstrate editing and advanced writing skills. Some desktop publishing, including writing and simple design may be required. PC and Internet knowledge is necessary. Ability to develop and write effectively and communicate concisely both verbally and in writing is necessary. Working knowledge of Microsoft Office, Word, Excel, PowerPoint and Outlook.

WORKING CONDITIONS:

The position should be able to provide thorough support to the Marketing Department in order to facilitate positive news features on Fort Worth. The position will often require working some evenings and weekends. The work conditions involve irregular work hours subject to many interruptions, varying and unpredictable situations and multiple projects and priorities. The ability to effectively conduct verbal communication with internal and perform required reading, writing and math skills is also required. There is occasional travel off job site to conventions, meetings and trade shows.

RESPONSIBILITY FOR THE WORK OF OTHERS:

Work Leadership Responsibility: Assigns, verifies and regulates workflow to others while actively functioning to remove obstacles for subordinate personnel.

PHYSICAL DEMANDS:

Sitting - Frequent

Standing - Occasional

Walking - Occasional

Lifting - Occasional (medium, 20 - 30 lbs.)

Carrying - Occasional (medium, 20 - 30 lbs.)

Pushing - Occasional (medium, 20 - 30 lbs.)

Pulling - Occasional (medium, 20 - 30 lbs.)

Reaching - Occasional

Handling - Occasional

Kneeling - Occasional

Stooping - Occasional

Crouching - Occasional

Bending - Occasional