

Junior/Mid-Level Copywriter

Location: Houston, TX; Hybrid (Remote & In-Person)

Hours: Full-time (50-60 hrs/week)

Experience: 4-year degree or equivalent work experience (agency experience a plus!)

The Brief

Is writing the way you slay? Has it always been your dream to put your command of the English language to good use, scribing creative copy that grabs the reader's attention and incites action? Then you may be just who we're looking for to fill the role of **Junior/Mid-Level Copywriter** and join our team of anti-agency-agency renegades.

We may operate differently than other agencies, but your writing still needs to be engaging and compelling, and that can mean different things for different projects. One day you may be writing a spec sheet for a construction company and the next day a proposal to help Satori score new business. Or, heck, you might be writing both in the same day (or hour!).

The point is that you have to be able to shift from client to client, topic to topic, deliverable to deliverable – sometimes several times a day – and still maintain the same level of finesse and clarity.

As important as being able to write well, you need to have the relatively rare talent of essentially becoming the client, so you can write in their voice and sound as though the copy has been crafted by an expert in their field. Because, as a copywriter, you have to present the client's brand as if it's your own. Your voice doesn't matter; only the client's does. And you have to be able to speak to the target audience on their level. You may have to translate engineer speak into something a regular person can easily understand, or channel your inner child to write an activity book.

You'll be working with our Senior Copywriter and the entire team from start to finish on projects, so you should be comfortable with concepting and collaborating. You should also be able to take direction on a project and then run with it. Our team will be with you, providing guidance, feedback, check-ins, review and edits throughout the process, but we love a confident, autonomous copywriter who isn't afraid to take the wheel and make copywriting magic.

Meet Satori

To most, Satori means sudden enlightenment (like, "Whoa...I just found my perfect job opportunity!") But to us, it's so much more. Satori is a noun. It's an adjective. Sometimes, it's even a verb ("Wow, we need to Satori the _ out of this"). The Satori team moves as one unit – Account Service, Creative, Media, Public Relations, Strategy

and Social Media – and we move swiftly. We're driven by culture, of the team and of the moment. We work hard and play hard. We walk, talk and think like humans, not like marketing robots or bigwig wannabes. We're real and authentic — sometimes to a fault (we might cuss a little, too). And we support our clients and each other like family. When it comes to people to join our team, we look for those who do the same.

Position Responsibilities

- Creating copy for a variety of clients in a variety of industries for a variety of deliverables (websites, social media, digital advertising, brochures, postcards, blogs, videos, print ads, etc., etc.)
- Researching and understanding a client's brand, industry, audience, competition and voice
- Drafting compelling, engaging copy that drives action
- Working closely and collaborating with the Senior Copywriter, who will provide direction, guidance and mentorship
- Switching between writing a mundane RFP (Google it!) to writing edgy, "Wait, can I really say that?" copy and back again – sometimes in the timespan of an hour or less
- Ensuring brand and voice consistency across all communications materials and deliverables
- Taking constructive criticism in stride and making copy changes, as needed to ensure the desired results
- Working closely and collaborating with the entire team to kick off projects, concept campaigns and develop deliverables
- Having a willingness to learn and be mentored on writing best practices, brand voice, and what it takes to become a kickass copywriter
- Completing special one-off projects when necessary
- Traveling to meetings, conferences, and training, as needed
- Performing other assorted duties, as assigned

Please Note: This position requires some around-the-clock flexibility and responsiveness. Sometimes, you'll be working (or need to be available) before or after hours, on weekends, holidays, etc. – and often on short notice. This includes responding to emails, texts and/or phone calls.

That's agency life, baby!

Position Must-Haves

- **SOME** professional experience in marketing, advertising or communications, preferably in an agency environment (length of time isn't as important as being able to wield a mighty pen)
- Bachelor's Degree in English, Journalism, Communications or related field **OR** equivalent work experience
- **WRITING SAMPLES/PORTFOLIO** required (we want to see your mad writing skills in action)
- **Bonus points** if you have experience writing in a number of different formats and voices (long-form, short-form, headlines, technical, humorous, etc.)
- A desire to make copywriting a career and the humility to learn from a team of pros
- Excellent written and verbal communication skills, coupled with the ability to quickly respond to questions and critiques from clients, coworkers and management
- Excellent proficiency in Microsoft Office and other applicable platforms
- A self-starter mentality, with a desire to work in a dynamic and fulfilling environment
- A willingness to collaborate with those around you
- The **fire** to throw caution to the wind and throw out ideas for concepts, campaigns, headlines, taglines and punchlines (don't be shy – even not-so-great ideas can spark brilliance!)
- A desire to learn and participate in the growth of a rapidly expanding agency within an equally rapidly expanding industry
- Ability to manage stressful situations, stay organized and put in extra hours when needed
- Ability to think creatively and act on those creative inclinations (we want **ALL** those amazing ideas you have kicking around in your brain)
- A good (borderline great) sense of humor and willingness to let loose and have fun, even in the midst of killer, make-your-head-spin deadlines

Physical Requirements

- Work is performed in an office/home hybrid setting, but travel is a possibility
- May be subject to sitting, standing, or walking for extended periods of time (especially if this helps the creative juices flow)
- Must be able to lift up to 50 lbs. (or be able to convince someone to do it for you)

If this sounds like your kind of gig, email HireMe@satori.agency with:

1. **Your Resumé**
2. **Favorite writing sample(s) you have for any or all of the categories below:**
 - a. Long-form copy (websites, blogs, articles, etc.)
 - b. Short-form copy (print ads, digital ads, social media, etc.)
 - c. Headlines (to-the-point and out-of-the-box)
 - d. Technical/formal copy (oil & gas, engineering, legal, etc.)
 - e. Humorous/witty copy (we love the Satori Snark)
3. **Answers to the following questions:**
 - a. In one sentence, describe how you work best.
 - b. One of Satori's core values is "**F*ck your ego.**" Tell us in 2-3 sentences what that means to you.
 - c. Another one of Satori's core values is "**Act like you own the joint.**" Tell us in 2-3 sentences what that means to you.
 - d. Tell us 2 things you're doing right now to work on yourself and 1 thing that makes you jump out of bed in the morning.