

Mid-Level Copywriter

Location: Houston, TX (onsite)

Hours: Full-time (45-55 hrs/week)

Experience: Bachelor's degree in English, Journalism, Communications or similar, plus at 3-5 years of experience, preferably in an agency setting

Please Note:

This position requires around-the-clock flexibility. 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!

The Brief

Satori is leaving no stone unturned to find a prolific, first-rate, magnificent, exceptional, inconceivably imaginative **Mid-Level Copywriter** (who knows how to not overuse a thesaurus like we just did!). Do you fancy yourself a poet or future bestselling author? Hey, good for you! But that's not what we need.

We may operate differently than other agencies, but our clients still need copy that SELLS, so your writing must be engaging and compelling, and it must incite action. That can mean different things for different clients.

One day you may be writing a cocktail recipe for a bar, and the next day a spec sheet for a construction company. Or, heck, you might be writing both in the same afternoon. The point is that you must 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.

Possibly even 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 must present the client's brand as if it's your own. Your voice doesn't matter; only the client's does.

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 joining 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.).
- Working closely and collaborating with the entire team to kick off projects, concept campaigns, and develop deliverables.
- Drafting compelling, engaging copy that drives action.
- Shifting gears at a moment's notice when needed, and possibly working on multiple projects and clients at once.
- Researching and understanding a client's brand, audience, competition and voice.
- Ensuring brand and voice consistency across all communications materials and deliverables.
- Taking constructive criticism and making copy changes as needed to ensure it's going to get the desired results.

- Throwing out insanely fresh ideas during team brainstorms for client projects.
- Completing special one-off projects when necessary.
- Memorizing the Satori Core Values and understanding they're a way of life.
- Performing other assorted duties, as assigned.

Position Must-Haves

- 3-5 years of professional experience in copywriting, preferably within a creative agency (because can you truly understand it if you haven't lived it?)
- Bachelor's Degree in English, Journalism, Communications or related field OR equivalent work experience
- Demonstrated ability to craft compelling and effective copy across various mediums, including print, digital, social media and more
- A diverse and well-presented portfolio showcasing a range of projects, industries, and writing styles
- Ability to understand and align with the client's marketing strategy and brand voice
- Ability and willingness to perform extensive research to understand target audiences, products and services
- Flexibility to adapt writing style to different tones, brand guidelines and target audiences
- Basic understanding of search engine optimization (SEO) principles to create copy that performs well in online searches
- Capacity to think beyond conventional approaches to create standout content
- Effective collaboration with cross-functional teams, including design, account service and project management
- Efficient time management skills to meet deadlines and handle multiple projects simultaneously

- Be a self-starter who's able to work autonomously without constant supervision
- Able to work autonomously without constant supervision
- Able to manage stressful situations (you know those deadlines), stay organized, and put in extra hours when needed
- A desire to learn and participate in the growth of a rapidly expanding company within a rapidly expanding industry
- 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 setting, but travel is a possibility. You may be subject to sitting, standing or walking for extended periods of time (especially if this helps the creative juices flow). You 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:

- **Your résumé**
- **Favorite writing sample(s) you have for any or all of the categories below:**
 - Long-form copy (websites, blogs, articles, etc.)
 - Short form copy (print ads, digital ads, social media, etc.)
 - Headlines (to-the-point and out-of-the-box)
 - Technical/formal copy (oil & gas, engineering, legal, etc.)
 - Humorous/witty copy (we need to know you can master the Satori Snark)
- **Answers to the following questions:**
 - In one sentence, describe how you **work best**.

- Choose **one of Satori's core values** and tell us in 2-3 sentences what it means to you.
- What are two things you do on the regular to be a **good human**?
- What's your **creative superpower** and how will you use it to impact the work you do for our clients?
- Tell us about a time in your career when you personally took a client's brand from bland-u-lous to fabulous by **capturing their voice** and applying it to a branding campaign that got results. Please limit your answer to two paragraphs at most.