

FERGUSON ADVERTISING COPYWRITER JOB DESCRIPTION



Date: February 22, 2022

COPYWRITER

It's the "write" opportunity for you!

If you have an uncontrollable urge to fix this cringe-worthy headline, we want to talk to you. Ferguson has an immediate opening for an experienced writer with the ability to create engaging, relevant content – whether it's counted by characters or pages.

What's in it for you? You'll be a part of Ferguson, one of Indiana's fastest-growing agencies, generating content for a wide variety of local, regional and international clients, covering everything from banking to healthcare, to manufacturing. You get to work in an exciting, collaborative environment with some of the most talented people in the ad biz.

Sounds good, right? If this sounds like your dream gig, send us a resume and a few samples today.

What you'll do:

- Work with Account team, Creative Director, Art Director to create engaging messaging that demands a response
- Social media and digital ads, traditional print and broadcast, video scripts, websites, brand development and more
- Develop and maintain unique brand voice for each client
- Present concepts to clients

Who we're looking for:

- 2+ years of agency or related experience
- Solid book, loaded with a wide range of work
- Comfortable in a deadline-driven environment
- Communicates concepts and ideas clearly
- Solid team player with a good balance of swagger and humility
- Versatility, writes effectively in a wide range of tones, moods and voices
- Ability to distill messages down to their base essence
- Good presentation skills

- Familiarity with Google Docs, Google Drive, Trello is not a deal-breaker, but it would be sweet

About Ferguson Advertising:

Founded in 1975, we are Ferguson Advertising, a full-service marketing and advertising agency that has steadily grown ever since opening our doors. We are business professionals who have established a strong, stable, and vibrant company by adopting new technologies, forward-thinking business strategies, and doing what is right for our clients and our employees.

Our employees are the life-blood of our company. We offer competitive compensation and benefits packages with a casual and flexible work environment because we take business seriously, but we don't take ourselves too seriously.

If this job and our company sound like the right fit for you, send us your resume and a few samples today.