

Senior Copywriter

Benchworks Philadelphia, PA, USA

Benefits Offered

401K, Dental, Life, Medical, Vision

Employment Type

Full-Time

Benchworks, a life sciences brand agency on the move, is looking to add more talent to its expanding creative team. The candidate is a self-motivated and collaborative senior copywriter with at least 2 years of experience in pharma/biotech advertising. The senior copywriter will partner with art directors to develop and execute work based on approved creative briefs and with the guidance of creative leadership.

The senior copywriter should have comfort working across channels that may include digital, print, video – and demonstrate strong conceptual thinking, presentation skills, and a desire to problem-solve. Familiarity with SEO and social media content strategy a plus.

Responsibilities:

Responsibilities include writing creative, compelling and strategically sound copy for a range of brand assets, including print materials, responsive websites, email templates, digital media, and short form video (storyboarding), as well as creative concepting for brands, including new product launches and initiatives.

In addition:

- Demonstrate comfort with clinical information and ability to turn “the science” into an engaging brand story
- Accurately reference and annotate materials for MLR submissions
- Attend internal and client meetings and persuasively present work with clear rationale and ability to digest and adapt work to client feedback
- Adhere to creative and strategic mandates set forth by client and creative brief
- Collaborate with art directors to develop creative concepts and executions
- Work closely with account team and project management to guide projects to completion
- Work with production team and freelancers to provide detailed direction
- Demonstrate attention to detail and overall commitment to excellent end product
- Contribute to a team-focused culture of collaboration and transparent communication
- Be an advocate for excellence

Basic Skills/Qualifications:

BA with communications/writing focus or equivalent experience.
Demonstrated promotional copywriting skills, with in-market portfolio samples.

Experience with Microsoft Office Suite, Desktop Publishing Tools

About Benchworks:

- Established, stable agency with a history of success
- Excellent benefits
- Agency values high standards of work
- Agency rewards loyalty and quality work
- Office is an open-plan environment with mix of account and creative team members
- Extensive training opportunities/continuing education
- Opportunity to use and further develop skills/expertise
- Team-based culture