

ACD/ CD of copy

Benchworks, an agency that leads life sciences brands forward, is looking for senior level copy talent to write, create, and innovate. A leader. A creative wordsmith who understands a client's business goals. This is a perfect position for a self-starter with pharma/biotech agency experience who wants to thrive in an entrepreneurial environment with great people in a rapidly growing organization.

This position is flexible in title and allows the individual to grow into a leadership role. You will partner with your cross-functional team to work hands-on and oversee AOR business, including several launches, and to help build a nimble, enterprising and strategic creative team. The ACD/CD should be ready to take on some day-to-day assignments while managing copywriters, presenting to clients, and contributing to the overall creative output of the agency.

This individual should have comfort working across platforms – and demonstrate strong conceptual thinking, presentation skills, and a desire to problem-solve. Digital experience should stretch beyond writing a manuscript for a website to content strategy, social media, and understanding of how technology can improve and enhance the customer experience.

Responsibilities:

Responsibilities include creative concepting, strategic copy support for brand planning and development, writing copy for a range of brand assets, and managing copywriters, including freelance resources.

In addition:

- Demonstrate comfort with clinical information and ability to turn “the science” into an engaging brand story
- Launch experience
- Attend internal and client meetings and persuasively present work with clear rationale and ability to digest and adapt work to client feedback
- Assist with the writing of creative briefs and other strategic documents
- Manage copy team and delegate work responsibly
- Collaborate with creative leadership to foster creative excellence
- Work closely with account team and project management to guide projects to completion
- Work with production team and freelancers to provide detailed direction
- Mentor other creatives
- Contribute to a team-focused culture of collaboration and transparent communication

Basic Skills/Qualifications:

BA in communications-oriented major or equivalent experience.

Demonstrated promotional copywriting skills, with in-market portfolio samples.

Experience with Microsoft Office Suite, Desktop Publishing Tools