

## **Senior Copywriter**

Benchworks, an agency leading brands forward in the life sciences, is looking for a Senior Copywriter who wants to write, create, and innovate. An emerging leader. A creative wordsmith who understands a client's business goals. This is a perfect position for a self-starter with some pharma/biotech agency experience who wants to thrive in an entrepreneurial environment with great people in a rapidly growing organization.

As a Senior Copywriter you will partner with the cross-functional team, work hands-on an AOR launch and work with the client(s).

This individual should have comfort working across platforms – and demonstrate strong conceptual thinking, presentation skills, and a desire to problem-solve. Experience in digital content strategy, social media, SEO/SEM are all pluses.

### **Responsibilities:**

Responsibilities include creative concepting, strategic copy support for brand planning and development, and writing copy for a range of brand assets.

### **In addition:**

- Demonstrate comfort with clinical information and ability to turn “the science” into an engaging brand story
- Understand referencing and annotating of materials
- Have some experience working on a launch brand
- Attend meetings and present work with clear rationale and ability to digest and adapt work to client feedback
- Assist ACD with the writing of messaging and positioning
- Collaborate with creative leadership to foster creative excellence
- Work closely with account team to guide projects to completion
- Work with production team and freelancers to provide guidance and support
- Contribute to a team-focused culture of collaboration and transparent communication

### **Basic Skills/Qualifications:**

- BA in communications-oriented major or equivalent experience.
- 3-5 years of experience, healthcare agency experience a plus
- Demonstrated promotional copywriting skills, with in-market portfolio samples.
- Experience with Microsoft Office Suite, Desktop Publishing Tools