

Copywriter (Lead/Senior/Junior)

(Petaling Jaya, Selangor)

Are you passionate about writing, able to grasp ideas quickly and ready to convert leads and win pitches with your creative idea and copy?

About RA Marketing

Founded and lead by experienced media and marketing leaders, RA is a result-oriented marketing consulting firm. Our clientele spans across B2B and B2C industries and involves various media (digital and traditional), tools, and technologies. You will gain end-to-end experience in multiple facets of marketing from both agency and in-house marketing department point-of-views. We value talent and willing to invest in training. Join our growing team (200% growth YOY) and achieve your personal growth together with us.

Roles & Responsibilities

- Produce content strategy and copy for all B2B and B2C marketing materials
- Understand client's marketing objectives and buyer journey (able to pick up quickly for different industries) via research and communications with client.
- Produce copywriting in the right tones and words appropriate for clients' corporate image, and effective for the marketing objectives
- Understand how ad copies affects digital ads result (engagement, traffic, leads), how ad copies appeal to different type of audiences and able to strategically A/B test to optimize ad result
- Work with Project Management/ SEO/ Design/ Business Development team to come up with error-free and highly influential copy that works cohesively with the visual
- Responsible to meet multiple project's delivery deadlines and client's expectation
- Proofread and write for different channels: including but not limited to website, company profile, ads, blogs, e-newsletters, landing pages, social media (Facebook, Instagram, LinkedIn, WhatsApp Business), press release and telemarketing scripts

Requirements

- Degree or Diploma in Marketing, Advertising, Mass Communication, Multimedia. However, experience and talent supersede education background.

- Must have good command of written and spoken English, plus the ability to translate from one more language, either Bahasa Malaysia or Chinese.
- 2 to 5 years of writing experience in a full-time job, preferably in marketing agency or having writing experience for multiple industries.
- Proven capabilities to write in different tonality, styles, target audiences and ability to adapt for different media (please show in portfolio)
- Able to grasp ideas and learn a new topic, especially more technical topics, quickly via self-research and communication with clients.
- Responsible, meticulous, always improving
- Creative and empathetic
- Only Malaysian citizen will be considered.

Employment Benefits

- Remuneration package is based on experience and job market benchmarking
- Office starts at 9:30am, Monday to Friday only
- Young and fun culture with lots of learning opportunities
- Modern office with a spectacular view and cozy interior design
- Convenient location besides Asia Jaya LRT station and plenty of parking options
- Heavenly pantry with Nespresso machine, cooking station, variety of snacks and beverages
- General outpatient medical claim during probation, medical card after confirmation

Interested candidates may via email to hr@roseattractions.com the following documents with the subject: Application for Copywriter Position

- (1) latest resume with recent photo
- (2) portfolio
[please include your best works on Social Media, Ads, Web or Landing Page, EDM, etc]
- (3) last drawn salary
- (4) expected salary
- (5) earliest commencement date / duration of resignation notice