

COPYWRITER

SDA

The Copywriter is the voice of the SDA. This position creates all major copywriting for internal and external documentation, and requires strong communication and writing skills. This position also requires the ability to create a consistent and professional voice in various, sometimes sensitive, situations. The Copywriter must use their best judgment to determine when communication must be carefully worded, and works closely with the Director in such cases to ensure communication is appropriate and professional. The Copywriter is only responsible for assembling information into a coherent document, all information and decisions are created and compiled by other team members prior to writing. All major writing must be read by the Director prior to release or publishing.

Duties include:

- Grant writing to earn funding for SDA operations and events (i.e. Built).
- Writing press releases for events and other publicity related activities.
- Writing the content for mass emails and newsletters. The Copywriter is not responsible for formatting and sending these emails (which is the responsibility of the Communications Officer.)
- Writing external event information and guides (for a large events, this may include work submission instructions, acceptance and rejection letters for participants, volunteer instructions, announcements and reminders.)
- Sponsorship related writing (including sponsorship packages, cold-call emails, and letters of recognition.)
- Poster and promotional writing (not including any

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social media – Facebook, Instagram, and Twitter posts are all written by the Communications Officer, with the exception of major announcements, at the discretion of the Director.)

- Writing any internal documentation, in collaboration with the Director or appointed team members (ie. any new policies or guidelines.)
- Major written web content.
- Reviewing and editing any major group writing not written by the Copywriter, prior to release or publishing
- Taking meeting minutes at all executive meetings.

PLEASE NOTE

Due to the copywriter being a skill based position, we'd like a sample of your writing available so everyone can run equally on merit. One of the core skills of a talented copywriter is the ability to write sensitive or delicate emails, where word choice and phrasing are important. For this reason, we will include a fictional writing prompt for candidates.

Due March 17th at midnight.

This is a really valuable position, do your best on the prompt and show everyone what you've got!