

## Senior Copywriter Arnold & Langrand Communications

**Reports to:** Account Director  
**Industry:** Marketing & Communications

### THE ORGANIZATION

We work with some of the most talented, inspired and generous people we know. Many whose first and last thoughts every day involve wondering what more they can do to make their community better. Others who find themselves simply too busy growing their business to worry about telling the world about it. These extraordinary people are our clients. And it's our job not only to help them lay the groundwork for their projects, but also to make sure they reap the most positive and lasting rewards imaginable. It's also our distinct privilege.

### THE POSITION

The Senior Copywriter is responsible for translating innovative concepts into finished copy for print, direct mail, interactive, collateral material and broadcast media. Using proven talent and consistent conceptual thinking, the Senior Copywriter must communicate the client's brand strengths in uniquely fresh, memorable and persuasive ways.

### DETAILED DESCRIPTION

The Senior Copywriter will be responsible for the following tasks:

- Conceives, executes and proofs print, direct mail, interactive, collateral material, signage and broadcast media consistent with the agreed-upon strategy.
- Helps to develop and guide creative ideas based on input from project managers, in-house creative team, and personal research.
- Monitors all materials through all stages of pre-production and production.
- Completes all assigned work on time and regularly reports the status of projects to the Account Director.
- Writes solid, intelligent, brand-appropriate, creative pieces in a variety of communication forms for a variety of audiences.
- Exhibits strong creative ability, as shown in ads/other forms of communication, created in partnership with an art director.
- Solves strategic and copy issues with client; enhance client's confidence in firm.

### JOB REQUIREMENTS

- Write in a variety of styles and maintain consistently high standards of work that will enhance the image of a diverse group of clients.
- Understand what a big idea is and deliver them consistently.
- Work productively and harmoniously as a teammate with art director, project manager and production team, who share responsibility on a given project.
- Think and articulate both verbally and visually when working with/without art directors or other designers.
- Portfolio that demonstrates strong conceptual abilities and writing skills.
- Previous work experience as a writer in advertising.
- 5-7 years of related work experience and/or training or equivalent combination of education and experience.
- Proven ability to effectively present ideas to team, clients, and/or senior creative personnel.
- Intelligent thinking, strong organizational skills and accuracy.
- Knowledgeable in the Microsoft Office suite of products.
- Team player who can take direction and input with an open mind.
- Occasional travel may be required.

**EDUCATION**

- Bachelor's Degree in English/Liberal Arts, Public Relations, Communications, Journalism or Marketing, preferred.

**PHYSICAL REQUIREMENTS**

Light physical exertion, routine bending and lifting may be required.

**COMPENSATION**

Compensation is commensurate with experience.

EOE/AA/MF/D/V

**Arnold & Langrand encourages diversity in the workplace.**

To apply for this position, please e-mail your resume and three samples of your work to [tiffani@arnoldlangrand.com](mailto:tiffani@arnoldlangrand.com). Phone calls will not be accepted.

## **On-Site Graphic Designer Arnold & Langrand Communications**

**Reports to:** Account Manager; on-site supervision by client communications contact  
**Industry:** Marketing & Communications

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### **THE POSITION**

The Graphic Designer will work at the client site, meeting the fast-paced graphics needs of the client on a day-to-day basis. Along with the creative team (including the Account Manager, Creative Director and copywriters) the Graphic Designer will be involved in material production initiated on-site by the client. The Graphic Designer is responsible for ensuring that the "look and feel" of the communications campaign is reflected in all materials produced on-site.

### **DETAILED DESCRIPTION**

- Meets with the team to discuss the project's requirements.
- Gains an understanding of the target audience.
- Works closely with the client and creative team to generate creative, targeted and client-focused ideas and concepts to fulfill the project's requirements.
- Produces client-directed presentations, newsletters, maps, and other materials in quick turnaround.
- Directs editing and production of on-site client-initiated projects.

### **JOB REQUIREMENTS**

- High-quality and well-presented portfolio that represents your work.
- Fundamental understanding of design and branding best practices.
- Excellent typography skills.
- Self-motivated, with attention to detail and the ability to manage and meet deadlines while working on multiple projects.
- Demonstrated creativity, good judgment, and the ability to communicate through visual images.
- Three to five years of related work experience and/or training or equivalent combination of education and experience required.
- Expert level skill with Adobe Creative Suite, (Photoshop, Illustrator, InDesign, Acrobat) and MS Office (Power Point, Word and Excel).
- Experience with Adobe GoLive or Macromedia Dreamweaver a plus.
- Team player who can take direction and input with an open mind.
- Knowledge of and experience with working in PC/Windows operating environment.

### **EDUCATION**

- Bachelor's degree in advertising, communication design or visual arts, preferred

### **PHYSICAL REQUIREMENTS**

Light physical exertion, routine bending and lifting may be required.



**COMPENSATION**

Compensation is commensurate with experience.  
EOE/AA/MF/D/V

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To apply for this position, please e-mail your resume and three samples of your work, which should include a demonstration of creativity, good judgment, and the ability to communicate through visual images and typography, to [tiffani@arnoldlangrand.com](mailto:tiffani@arnoldlangrand.com). Phone calls will not be accepted.