



Upstream 360: Copywriter

Position Overview

Our client, **Upstream 360**, located in **Blue Ash OH**, is a growing and progressive product communication agency that works with top brands on everything from TV commercials to new product initiatives. They believe in family first, work second, and genuinely want you to excel in an environment you'll love.

They are currently searching for a skilled **Copywriter** to become a valuable member of their team. The ideal candidate should bring a wealth of agency experience, a deep understanding of product development, and strong proficiency in product writing. The ability to thrive in a fast-paced environment is essential. Joining this team means becoming a part of a collaborative environment that values support, fosters healthy debate, and celebrates innovative thinking. Additionally, at their office, you have the perk of bringing your furry friend to work with you!

If you'd like to join a fast-growing agency that not only serves world-class clients but also believes that you should be supported, cultivated, rewarded, and challenged, let's chat!

Key Responsibilities

- Develop engaging and persuasive copy for various platforms, including powerful product descriptions, advertising campaigns, Amazon product pages, and video scripts.
- Oversee client-facing aspects of copywriting projects, ensuring timelines, milestones, and deliverables align with client expectations and project goals.
- Work closely with marketing, design, Video Production, and other cross-functional teams to understand project requirements, provide creative input, and ensure that the messaging aligns with overall marketing strategies.
- Effectively manage multiple projects and deadlines, delivering high-quality content within specified timelines
- Attending weekly/daily meetings as needed with internal & client teams to stay informed, providing consistent updates on all projects.
- Stay informed of industry trends, competitor activities, and emerging marketing techniques to enhance and optimize copywriting strategies.

Requirements

- Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- 2+ years of pertinent copywriting experience
- Preferred experience in a creative agency setting.
- Demonstrated ability to work within a team and lead parts of projects.
- Ability to travel (when necessary).
- A portfolio that demonstrates short form copywriting (Required).

Desired Attributes

- Detail-oriented, task-driven, and focused on achieving results.
- Demonstrated ability to think creatively and generate original ideas.
- Background in Brand and product communication.
- Ability to adapt writing style to suit diverse tones, audiences, and platforms, showcasing versatility in crafting content.
- Knowledgeable in marketing principles and consumer behavior.
- Can-do attitude and energized by learning new things.

Benefits & How to Apply

Benefits include a Flexible Culture, Pet-Friendly Office, Full Healthcare, 401k Match, Personalized Snacks and drinks, Exposure to World-Class Brands, a Fun and Collaborative Environment, and Generous PTO.

A Slice of HR is working with this client on a retained search basis. If you meet the qualifications and want to join this team of talented individuals, please send your resume to tiesha@asliceofhr.com.