



Copywriter

Company Introduction

INNOTECH GLOBAL LLC is based out of Belgrade, Serbia. We provide website and mobile application design services as well as business consulting in the mobile industry. Our employees are devoted to helping projects run smoothly from start to finish. We offer them a positive, self-motivated work environment that allows them to take on projects that are interesting and enjoyable for them. This allows them to become invested in the project, enjoy watching it grow and take pride in completing it. This gives our customers the best possible project outcome.

Job Description

Reporting directly to the Marketing manager, your job would consist of composing copy for different projects such as websites, mobile applications, brochures, advertisements and sales presentations. If possible, bring samples of your work.

Responsibilities

- Write copy in English and Serbian for clients' ads, brochures, TV spots, radio, and other forms of advertising.
- Research the technical properties of products.
- Determine what makes products appealing to consumers.
- Develop unique, new concepts.
- Conceive, develop and produce effective advertising campaigns.
- Work with sales director and marketing manager to determine needs ensure campaign stays within budget.
- Create and present storyboards of ideas.
- Work with art directors to create ideas.
- Write clear and persuasive copy for websites, brochures, ads, and other means of advertising.
- Update digital media with timely content.



- Perform search engine optimization techniques.
- Oversee campaigns from production to completion.
- Revise, edit, and proofread content as needed or directed by client.
- Respond to feedback in a timely manner.
- Work within tight deadlines.
- Monitor and change advertising campaigns to determine effectiveness.
- Check copy for spelling and grammar errors in both English and Serbian
- Work with media planners/buyers and the production department to fully develop the advertising campaign.
- Research competitors and keep abreast of market trends.
- Explore different ideas and concepts for both the visual and verbal elements in tandem with the creative team.
- Work with designers, illustrators, printers, photographers and production companies to complete the project
- Translate content from English to Serbian and vice versa

Skills And Qualifications

- Creativity: You will need to create original work and develop ideas around your chosen themes.
- The ability to write persuasively based on a theme
- Ability to translate content between English and Serbian in a clear and concise manner so that the copy makes sense in both languages