



Copywriter / Digital

Job Description

boathouse

About Boathouse Group

We believe in the power of developing standout ideas. Since 2001, we have built a team of almost 40 full-time professionals, and today our client list includes Merrill Lynch, TomTom, Nantucket Nectars, Harvard Business School, and others.

We are aggressively changing how we work as an advertising agency. We do not want to be just another traditional advertising agency with digital capabilities slapped on as a side group. We do not want to create another digital-only agency. The future of the Boathouse Group is about creativity and technology.

We will continue to focus on standout ideas, but we will deliver them as both campaigns and experiences. Additionally, we will be spending \$4 million worth of our time and capital to launch new businesses. We work for clients and we will be the client. We will prove how good we are at using creativity and technology to create business successes.

If you have a history of defining and implementing standout ideas, we would love to connect.

Position Overview

Boathouse is looking to add to the strength of our Creative department by adding a talented and experienced Copywriter with interactive experience in addition to strong conceptual skills. S/he should be energized by the prospect of helping to grow interactive capabilities and services within an exceptionally strong conceptual agency. The candidate must be comfortable in an intellectually challenging environment.

The Copywriter works with a Digital Art Director and an Interaction Designer, as well as account teams, producers and interactive specialists, to create multimedia solutions for clients and internal initiatives. The Digital team will have equal opportunity to deliver content across all possible channels, not just digital. We do not see digital as a stand-alone "silo," but as an essential, integrated aspect of all we do.

The applicant must be able to work as part of a close-knit, cross-functional team with both technical and non-technical team members, while also being proactive and functioning independently. Excellent communication, problem-solving, and organizational skills are necessary. S/he must possess extreme attention to detail and a high level of accountability and responsibility.

Job Responsibilities

- Concept and/or execute multimedia interactive work, including: online advertising, websites/microsites, video/audio, and other interactive media-based solutions.
- Produce effective, compelling, and strategically accurate concepts, often as part of a multi-channel solution.
- Establish relationships with clients by understanding their business objectives.
- Work in both short and long formats and ensure consistency across the voice of our clients' communications.
- Collaborate closely with traffic and production specialists on all projects.
- Commit to constantly improving one's skills and staying current of developments and trends in the industry.
- Actively share knowledge with others in the Creative department.

Qualifications

- Proven ability to execute conceptually
- Love of language and the drive to polish copy
- Drive to continue to learn and expand skill base
- Ability to work on multiple projects
- Team player within the Creative department as well as within the larger agency
- Contributes to a positive work environment through enthusiasm, dedication, innovation and responsiveness



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Additional Requirements

You must be team-minded as we work as one integrated group. Additionally, you need to be willing to fight for ideas and prove yourself within a meritocracy-based culture.

Please provide samples of work, portfolio, and/or URLs that describe the project and your level of involvement with the final deliverable.

To apply for this position please email us at jobs@boathouseinc.com and reference "Copywriter – Digital" in the subject line.